2010 BMW
3 Series Sedan

328i
328i xDrive
335i
335i xDrive
335d

The Ultimate
Driving Machine®

# THE BMW 3 SERIES SEDAN.

## THE DRIVING FORCE.

**2010 3 Series Sedan**
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Turning a corner without turning away from its heritage, the 2010 BMW 3 Series Sedan continues to make BMW history. Its sharp, dynamic look matches its pavement-conquering attitude. Under the hood, you'll find three varieties of awe-inspiring inline six-cylinder muscle. And with the 335d, BMW brings an innovative idea to life in the next-generation Advanced Diesel engine with BluePerformance technology. Get ready for the latest twist on a legend – the 2010 BMW 3 Series.

**bmwusa.com**

**BMW 335i**

335i shown with the following equipment:

| | |
|---|---|
| Engine: | 24-valve, Advanced Turbo, 3.0-liter, inline six-cylinder |
| Wheels: | Star Spoke (Style 287) light alloy |
| Exterior color: | Blue Water Metallic |
| Upholstery: | Oyster/Black Dakota Leather |
| Optional Equipment: | STEPTRONIC automatic transmission, Park Distance Control, Sport and Cold ed an error on page 58 of the E90 brochure and have revised it and madWeather Packages |

For more information on paints, upholsteries and interior trims see pages 40-43.

Not every legend lives in the past.

**The BMW 3 Series Sedan.**

M YB 4596

## Designed to reward all who see it.

From headlights to taillights, the Sedan's chiseled contours reflect the athletic nature of the BMW 3 Series. Character lines trace the graceful slope of the hood, directing your eyes down to the BMW kidney grille with its bold, sleek form, flanked by the signature quad headlights with their distinctive Corona headlight-rings that can double as Daytime Running Lights. The line ends then curves back up at the muscular front air dam with its jewel-like foglights. Along the side, light and shadow play across the subtly molded sheet metal, displaying the rich body paint to beautiful effect. The BMW 3 Series Sedan rewards the driver – and leaves desire in its wake.

# An engine of change: BMW presents a paradigm shift for diesel power.

In 2007 and 2008, the revolutionary Advanced Turbo 3.0-liter engine in the 335i was named "International Engine of the Year;" and in 2009, it garnered "Best Engine" in the 2.5- to 3.0-liter category.[1] Also, in 2009, BMW introduced another award-winner to the U.S.: the Advanced Turbo 3.0-liter Advanced Diesel engine with BluePerformance technology. Using the same eco-friendly technology that garnered BMW the "2008 World Green Car of the Year" honors, this breakthrough powerplant delivers mile after mile of thrilling muscle, with massive torque worthy of a V-8. Emissions are greatly reduced, thanks to BMW's diesel technology and advanced exhaust filtration system. A precise piezo injection system maximizes efficiency; it also prevents knocking and regulates combustion, helping to reduce engine noise to a minimum. And BMW's variable Advanced Turbo technology ensures smooth, even acceleration. The result: a next-generation diesel dynamo – smooth, quiet, efficient, with low emissions – that rockets the 335d from 0-60 in just six seconds.[2]

[1] International Engine of the Year awards.
[2] BMW AG preliminary test results. BMW urges you to obey all posted speed laws and always wear safety belts.

## Balanced squarely at the forefront of superior driving dynamics.

BMW's stance on handling has always been firm: provide the most thrilling and precise connection to the road. The 3 Series Sedan advances this concept with innovative axle technologies. In the front: increased stiffness through the extensive use of lightweight all-aluminum components, such as tension rods, transverse control arms, swivel bearings and axle supports. In the rear: five extremely rigid, individual control arms for both rear wheels, as well as a large supporting base for track and camber. This innovative suspension delivers the solid, sporty handling that complements the 3 Series' copious power. And the vehicle's near-perfect 50/50 weight distribution offers strikingly well-balanced road feel, with responsive characteristics virtually unmatched by any competitor.

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Discover what it's like to catch up to your dreams.
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# Wherever you go,
# an incredible driving experience awaits.

Experience heightened power to stay the course, on any course. Responsive handling is only the beginning: BMW's impressive Dynamic Stability Control (DSC) system is a collection of innovative traction and braking technologies. These help stabilize your vehicle in milliseconds, correcting for skidding, oversteer and understeer, as well as braking on wet roads, long downhills, uphill stops and more. And for the ultimate in traction, the 328i xDrive and 335i xDrive both feature BMW's intelligent xDrive all-wheel-drive system, optimizing available power at all four wheels to hold your place on any road, in any conditions.

# Fiercely protective of its owner.

Building on BMW's distinguished safety record, the 3 Series Sedan's broad array of active and passive safety features gives you peace of mind. Crisp handling, fade-resistant brakes and potent muscle help you avoid potential hazards; technologies like Xenon Adaptive Headlights help you spot them sooner. But should the unavoidable occur, the 3 Series Sedan's rigid steel body and deformable crush zones help dissipate the impact of a crash, while its leading-edge system of sensors, safety-belt pretensioners, airbags and the Active Head Restraints help protect you and your passengers.

For details on the availability of standard and optional features, please refer to the **Standard equipment | Optional equipment** charts at the back of this brochure.

335i
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# Take the wheel – and take control of the road.

The cockpit of the 3 Series is a finely honed command center that's as practical as it is plush. The driver-oriented dashboard is the perfect example of how technology can enhance the driving experience. Take the leather-wrapped multi-function steering wheel. Designed for a firm grip, it places useful controls at your fingertips, so you can adjust the audio or make calls[1] without taking your hands from the wheel – or eyes from the road. Paddle shifters and steering wheel heating add more comfort and joy to every drive.

Beyond the steering wheel, all controls are within instinctive reach; every dial and gauge can easily be checked at a glance. A high-resolution 8.8" control display is included with the Navigation and iDrive system. Redesigned for greater convenience when accessing or customizing various information and entertainment functions, iDrive now includes new direct-selection keys for specific menus, and six programmable memory keys that give one-touch access to your most frequently used functions. From this vantage point, virtually every driving wish is granted.

[1] Calling requires a BMW-approved Bluetooth® wireless mobile phone and BMW Assist™ feature.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

**bmwusa.com**

| 335i shown with the following interior features: | |
|---|---|
| Upholstery: | Oyster/Black Dakota Leather |
| Interior trim: | Light Burl Walnut Wood |
| Interior features: | Optional Sport Package (sport seats and multi-function sport leather steering wheel shown), 6-speed STEPTRONIC automatic transmission, Navigation system |

# Because every trip should sound as amazing as it feels.

BMW believes in creating your own personal space. That's why you can configure the 3 Series Sedan interior in a broad palette of colors and trims. Settle back in the eight-way supportive front seats, then create an equally rewarding environment for your ears. Listen to your favorite music on the Logic7 audio system. With 13 upgraded speakers, advanced sound processing and surround sound, you're in the middle of the music. A standard auxiliary input inside the center armrest storage compartment allows you to connect digital music players and other peripherals. Add the iPod® and USB adaptor in the console and you can control your music through the vehicle's stereo controls. SIRIUS Satellite Radio offers over 100 channels of entertainment and commercial-free music nationwide, and HD Radio™ receives free digital broadcasts with CD-quality sound, "multicast" FM stations, and innovative data services.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

# An accommodating interior, front and back, with room to spare.

In the rear cabin of the 3 Series, you'll find much more than just ample head- and legroom. The same level of exquisite craftsmanship found in front is repeated in the back, which is designed to accommodate three passengers in comfort. Lower the center armrest, with its hidden dual cupholders, for supportive comfort for two. There's also a lot of room for luggage, with the spacious trunk capacity, 60/40 split-fold rear seats, and the trunk's wide opening that makes it easy to stow groceries, luggage, sporting goods and more.

For details on the availability of standard and optional features, please refer to the **Standard equipment** I **Optional equipment** charts at the back of this brochure.

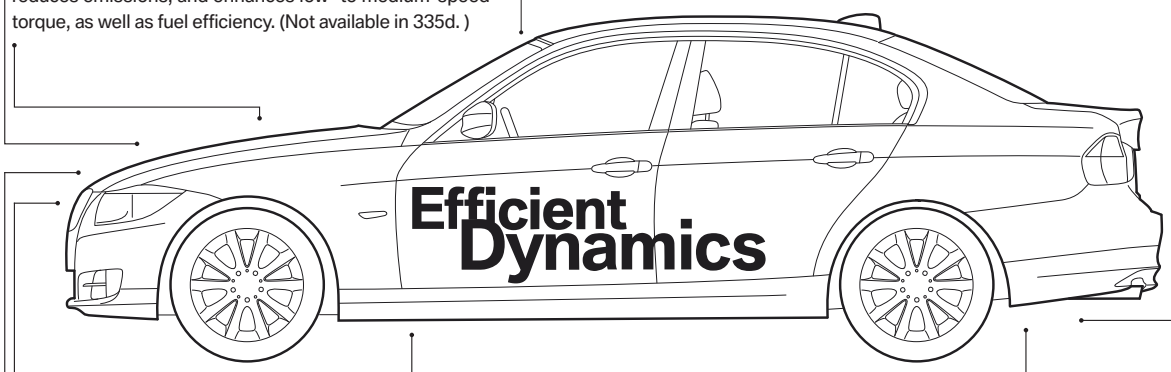
# This is how much has gone in.

At BMW, we create dynamic vehicles that thrill you with quick acceleration, predictable handling and unshakable control. We are also busy finding ways to sustain this level of performance while incorporating innovative fuels and technologies to help preserve the environment. This is what we refer to as "EfficientDynamics." This goal has led to the visionary CleanEnergy hydrogen-powered engine, which is currently used in the emission-free BMW Hydrogen 7 Sedan. BMW Advanced Diesel with BluePerformance, which offers diesel power with quick acceleration, increased fuel efficiency and reduced emissions, was introduced to the U.S. in select models in 2009, including the 335d. In fact, every BMW on the road today comes standard with technology that boosts performance while simultaneously reducing fuel consumption and $CO_2$ emissions.

**Valvetronic**
Instead of using a traditional throttle, Valvetronic technology in the 328i and 328i xDrive lets the engine breathe more easily by varying the lift height of the valves to regulate air intake. The result: improved cold starts, smoother running, and a significant drop in fuel consumption. Using revolutionary technology such as this, BMW has improved its overall average fuel economy more than any other manufacturer.

**Double-VANOS**
VANOS is BMW's valve timing system that can "steplessly" vary the points in the combustion cycle when valves open and close. Double-VANOS refers to the fact that it operates on both the intake and exhaust camshafts. Electronically controlled in response to engine speed, load and temperature, VANOS reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency. (Not available in 335d. )

**Aerodynamics**
The more smoothly that air flows over a vehicle, the more efficiently it can operate. All BMWs are designed for a low coefficient of aerodynamic drag, which translates into quicker acceleration, more stable handling, quieter operation and greater fuel efficiency. A BMW's integrated front spoilers reduce the amount of air flowing underneath, minimizing front-end lift. This allows a BMW to hug the road at higher speeds for excellent stability.




**Advanced Turbo engines**
Benefiting from BMW's Advanced Turbo technology, the 335i, 335i xDrive and 335d deliver quick acceleration while virtually eliminating turbo lag. Fuel economy is strong, as well, thanks to precise piezo direct fuel injection.

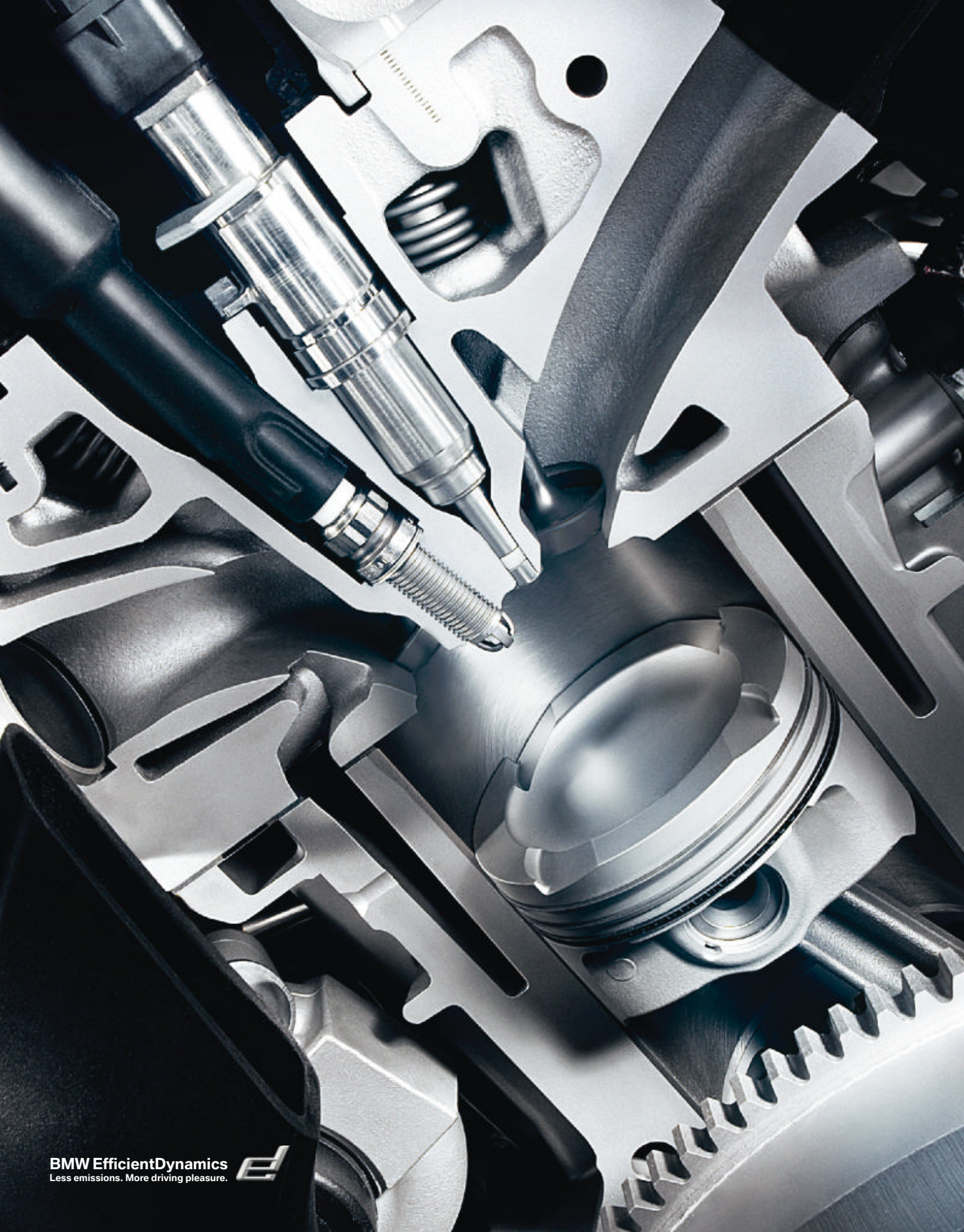
**Advanced Diesel with BluePerformance**
The 335d Sedan benefits from the massive power and extraordinary efficiency of BMW's Advanced Diesel engine, while meeting the emissions standards of all 50 states, thanks to its BluePerformance technology.

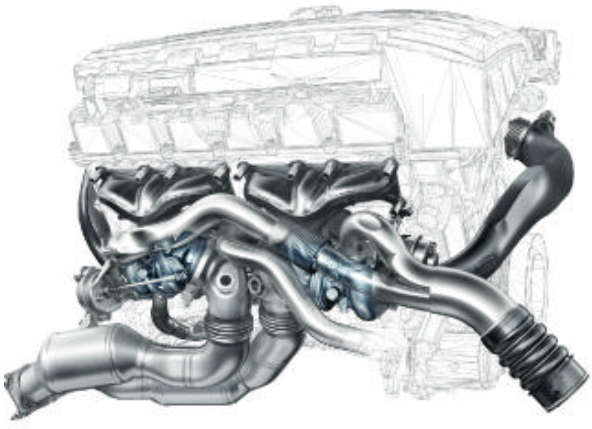
**Efficient transmissions**
The 3 Series Sedans channel their power through one of two 6-speed transmissions: a smooth-shifting manual, and an equally fuel-efficient STEPTRONIC automatic. Recent refinements to the automatic transmission include a torque converter that slips less; quicker shifting; and finer adaptation to driving style and conditions. (335d: STEPTRONIC automatic transmission only.)

**Lightweight construction**
Our engineers use lightweight aluminum throughout our vehicles – in the front section, for example, or for the suspension. BMW's inline six-cylinder Advanced Turbo engine is all aluminum; the naturally aspirated inline six is an aluminum/magnesium composite – the lightest in its class. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility – especially in curves.

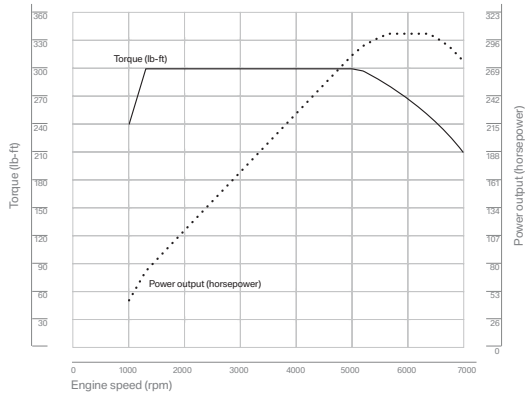
# And this is what comes out.

BMW models have low $CO_2$ emissions today. But that's just for starters. We're carrying on our research in the quest to bring you greater driving pleasure, with fewer emissions and decreased fuel consumption.


BMW EfficientDynamics
Less emissions. More driving pleasure.



**Fast buildup of pressure: the two parallel turbochargers (shown in blue) make a key contribution to the outstanding responsiveness of the inline six-cylinder engine in the 335i, 335i xDrive and 335d.**




**Portrait of an engineering masterpiece: the Advanced Turbo engine produces 300 horsepower at 5800 rpm, and quickly develops 300 lb-ft of torque at 1400 rpm, which continues without fading through to the 5000 rpm range. With such a broad range of powerful torque, you can enjoy smooth, robust acceleration in any gear, at virtually any legal speed.**

# At BMW, power always comes special delivery.

Engines are our passion. That's why a BMW engine doesn't just deliver power and performance, but does so very smoothly and efficiently. It's this refinement that makes our powerplants unique. So it comes as no surprise that we are not the only ones to call our engines refined; they have been receiving accolades and awards from the automotive press for years.

Performance is yours to unleash with a choice of three vastly different 3.0-liter inline six-cylinder engines. In addition to two gasoline-powered versions – one with Advanced Turbo technology, one naturally aspirated – there is a third that marks the U.S. debut of BMW's Advanced Diesel with BluePerformance technology. And all three adhere to BMW's EfficientDynamics concept: thrilling power with maximum efficiency and minimal emissions.

In the two gasoline-powered engines, no matter what type of driving you do – highway cruising, hauling goods, or hugging a winding mountain curve – BMW's Double-VANOS technology selects the best intake and exhaust valve timings to keep everything running smoothly, with lightning-quick acceleration on command and instant power delivery.

The powerplant in the 335i and 335i xDrive is the revolutionary Advanced Turbo. Generating 300 horsepower and 300 lb-ft of torque, this advanced six accelerates with a force that throws you back in your seat and doesn't stop until redline, reaching 60 mph in 5.3 seconds.[1] Turbo lag has been virtually eliminated, thanks to Double-VANOS "steplessly" variable valve timing, direct fuel injection, and BMW's inspired use of the latest turbo technology. By using direct fuel injection – a high-precision fuel injection system – our engineers have overcome the traditionally poor gas mileage of turbocharging. Every ounce of fuel is maximized, making the Advanced Turbo engine more efficient. A lightweight aluminum engine block and BMW's Double-VANOS technology further enhance its smooth power delivery, fuel efficiency, and lowered emissions.All you experience is strong, quick acceleration on demand. And with the engine's inline configuration, the engine runs with a smoothness not possible in a V-6.

Hit the accelerator of the 328i, and in 6.3 seconds[2] you're sailing past 60 mph, thanks to its 230-horsepower engine. Advanced Valvetronic technology lets this powerplant "breathe" better, resulting in greater power, higher torque, quicker engine response, a smoother idle, and enhanced fuel efficiency. The lightweight composite magnesium/aluminum engine block adds to the spirited acceleration and nimble handling. And with 200 lb-ft of torque, the power pours on early and strong, and continues throughout the powerband.

All 3 Series Sedans channel their power through one of two 6-speed transmissions – either a smooth-shifting manual, or STEPTRONIC automatic. Add the automatic transmission and Sport Package, and you will automatically receive steering wheel-mounted paddle shifters for smooth, clutch-free shifting.

[1] 335i xDrive with manual transmission; 5.4 seconds with STEPTRONIC automatic. 335i with manual transmission, 5.4 seconds; 5.6 seconds with STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

[2] 328i with manual transmission; 6.9 seconds with STEPTRONIC automatic. 328i xDrive with manual transmission, 6.9 seconds; 7.1 seconds with STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

# Introducing BMW Advanced Diesel engine with BluePerformance. It's diesel, through the lens of BMW EfficientDynamics.

Anyone can make a more powerful engine – but trust BMW to make a more powerful engine that is also more fuel efficient. By adhering to the principles of EfficientDynamics, BMW is crafting some of the world's most innovative powerplants that deliver maximum driving pleasure with minimum fuel consumption and emissions.

Now BMW is pleased to present the 335d – featuring BMW's award-winning Advanced Diesel engine with BluePerformance. Named the "International Engine of the Year" in 2006, this 265-hp engine incorporates the same technologies used in a BMW awarded the title "2008 World Green Car." A new breed of diesel power, it's quiet and smooth-running. Environmentally friendly, too. Thanks to BMW's BluePerformance, it's 99 percent cleaner than previous diesels – while remaining 100 percent BMW. As a result, BMW Advanced Diesel engines meet the emissions standards in all 50 states. Simply put, it's the cleanest, most powerful diesel in America.[1]

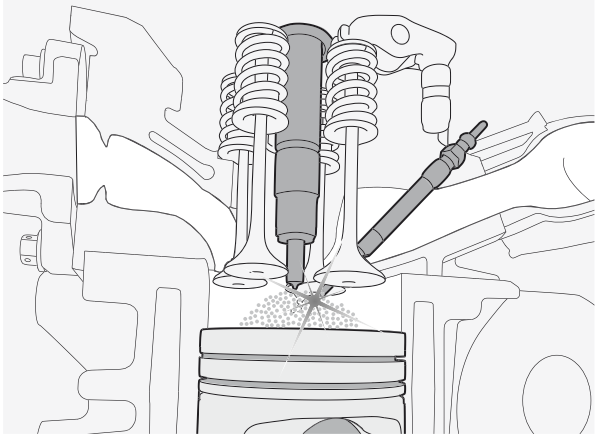
BMW Advanced Diesel engines are also highly fuel efficient. Employing ultra-low sulfur diesel (ULSD) fuel and BMW's precise fuel injection technology, the 335d's fuel economy is estimated at 23 mpg city, 36 highway.[2] And while many other new diesel engines also offer efficiency and low emissions, BMW Advanced Diesel engines set the standard for torque and pulling power. The 335d inline six-cylinder engine delivers maximum torque that's worthy of a V-8: 425 lb-ft at 1750 through 2250 rpm. Its turbocharged engine is quick off the mark, accelerating from 0 to 60 mph in just 6 seconds.[3] Interaction between the two turbochargers is controlled by a high-performance electronic engine control unit: the smaller turbine develops boost and extra power in immediate response to the smallest tap of the accelerator pedal. As engine speed increases, the larger turbocharger cuts in, developing maximum torque at higher speeds. Only one thing is more impressive: how the initial kick of acceleration is transformed into sheer driving pleasure.

[1] Claim based on 335d achieving the best CARB emission test results in more categories than the nearest competitor and published competitor horsepower ratings.

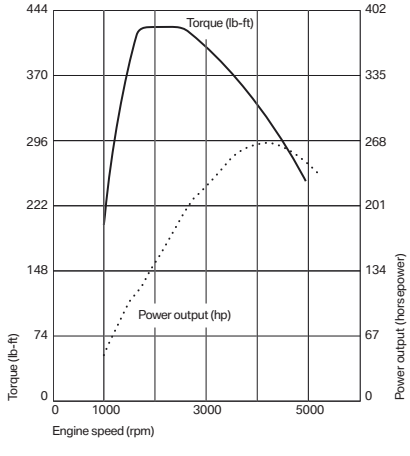
[2] Preliminary BMW AG test results. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

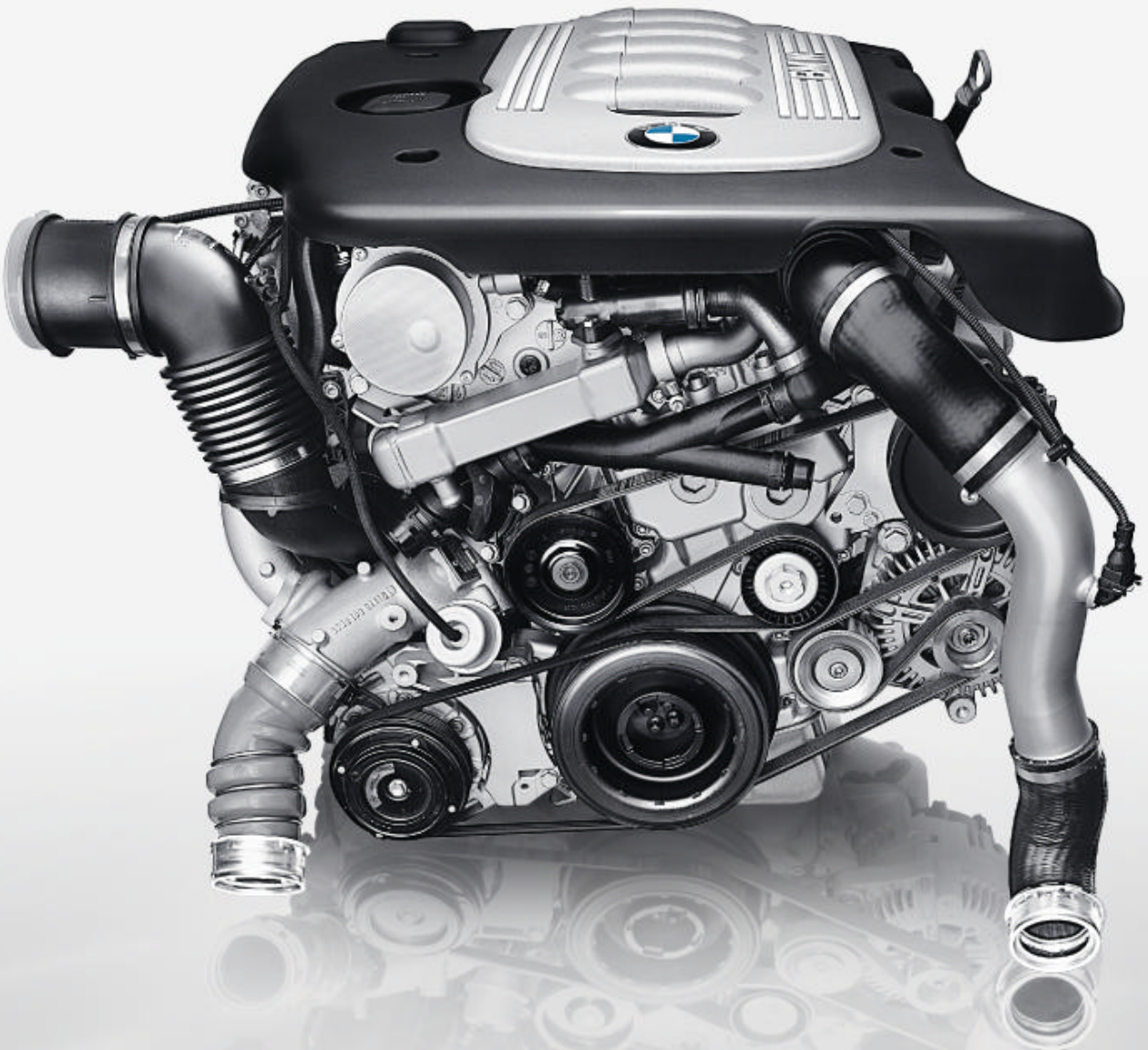
[3] Preliminary BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

**BMW's Advanced Diesel engine uses common rail direct fuel injection, and piezo injectors that spray the exact amount of fuel needed directly into the cylinder at the precise moment. As a result, you experience quick acceleration, with greater fuel efficiency and emissions control.**



**With its high, flat torque curve, the 335d accelerates with remarkable force from the first tap of the accelerator pedal, and stays strong throughout the range where you do most of your driving, for ready power whenever you need it.**





**BMW EfficientDynamics**
**Less emissions. More driving pleasure.**

# BMW BluePerformance is greening diesel power.

In 1983, BMW introduced the 524td, powered by the fastest diesel engine in the world at the time. However, in those days, the common perception of diesel engines was that they were noisy, ran erratically, and left a trail of toxic pollution in their wake.

With the start of the BMW EfficientDynamics program, and fueled by the desire to explore a new power source for its vehicles, BMW began its modern diesel program. Not content with the previously lower standards for diesel engines, BMW engineers pledged to pursue a cleaner, smoother, quieter, and more efficient diesel engine. As a result, many of their diesel-power solutions break new ground – not only for BMW, but for the entire auto industry, helping to shape the standards of diesel power for this century.

Today, BMW is not only renowned for its Advanced Diesel engines, we're winning awards with them. In 2006, the 3.0-liter inline six-cylinder Advanced Diesel engine with Advanced Turbo technology won "International Engine of the Year" honors in the 2.5-liter to 3.0-liter category. And a diesel-powered BMW model was named "2008 World Green Car of the Year."

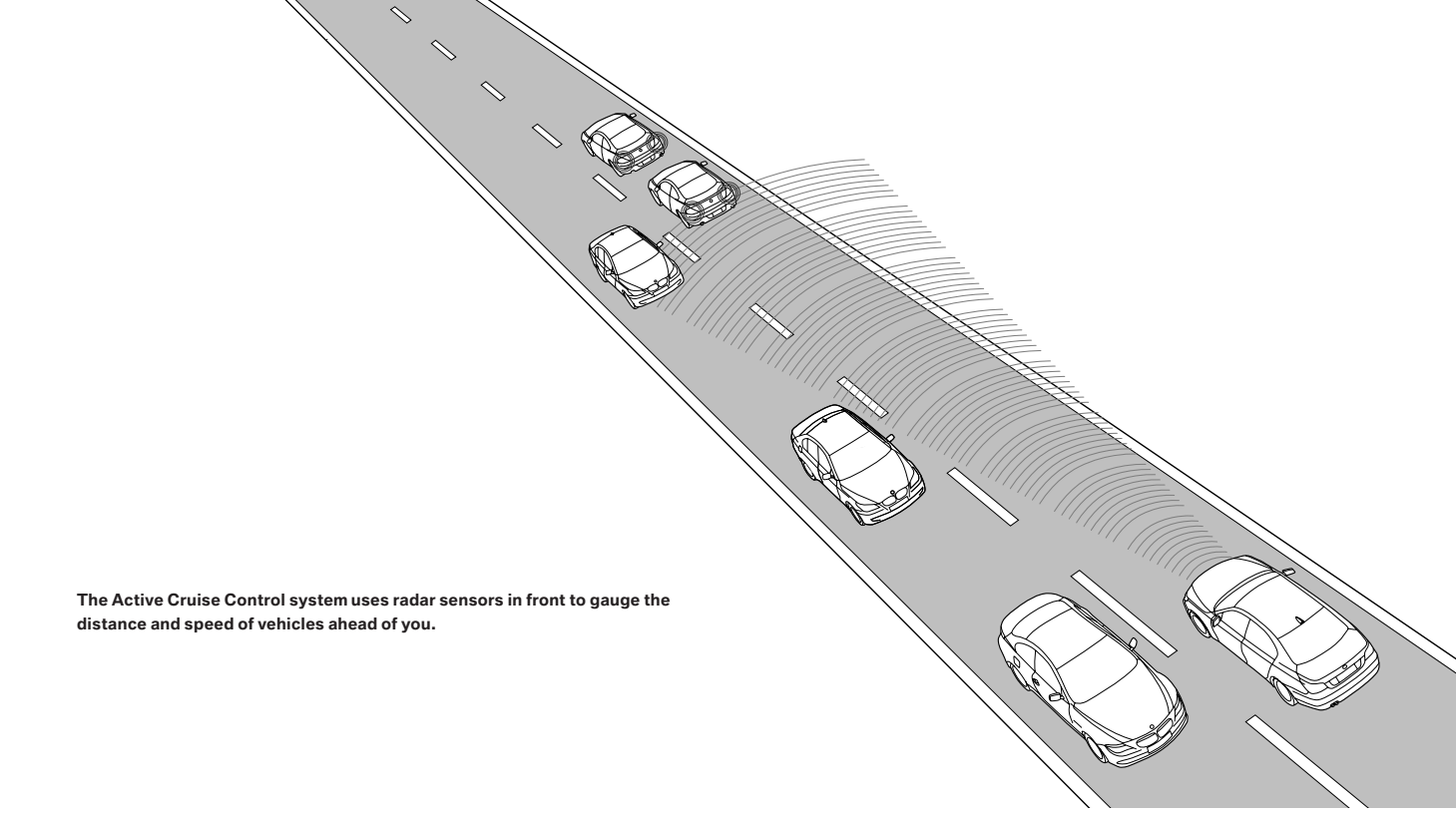
With these diesel engines, there's no sacrificing performance – it's pure BMW power, through and through. One element that's crucial to even power distribution and smooth acceleration is our variable Advanced Turbo technology. This system involves different-size turbochargers that work together seamlessly via an electronic engine control unit. The smaller turbocharger kicks in at lower engine speeds, developing muscular, reliable boost in response to even the slightest tap of the accelerator pedal, and without any of the lag formerly associated with turbocharging. As engine speed increases, the larger turbocharger takes over, developing a maximum torque of 425 lb-ft at just 1750 rpm.

And by using precise, piezo direct-injection technology, diesel fuel is conserved to a remarkable degree. One tank – 585 miles of possibilities.

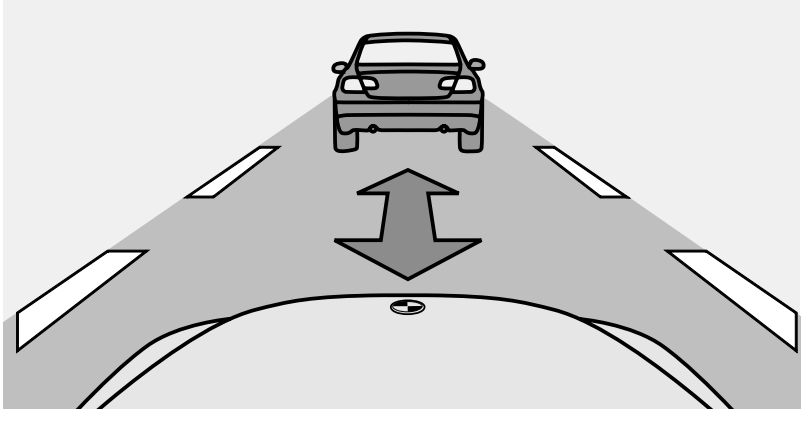
Not all benefits are merely performance-related. From an environmental standpoint, our diesel engines have never been cleaner. Take, for instance, our approach to emissions. Our advanced catalyst system uses Diesel Exhaust Fluid (DEF), a specially injected ammonia-based fluid, to convert the released nitric oxides into environmentally compatible nitrogen and vapor. An additional exhaust filter screens out other particles.

To see how clean a BMW Advanced Diesel vehicle is, hold a white handkerchief to the exhaust pipe. It will stay white – a far cry from the days of black diesel clouds wafting from the exhaust.

**bmwusa.com/EfficientDynamics**



**The Active Cruise Control system uses radar sensors in front to gauge the distance and speed of vehicles ahead of you.**



**Using radar measurements, Active Cruise Control automatically maintains a preset speed and distance between your vehicle and the one ahead in both traffic and highway driving.**

# Active Cruise Control: another name for highway stress control.

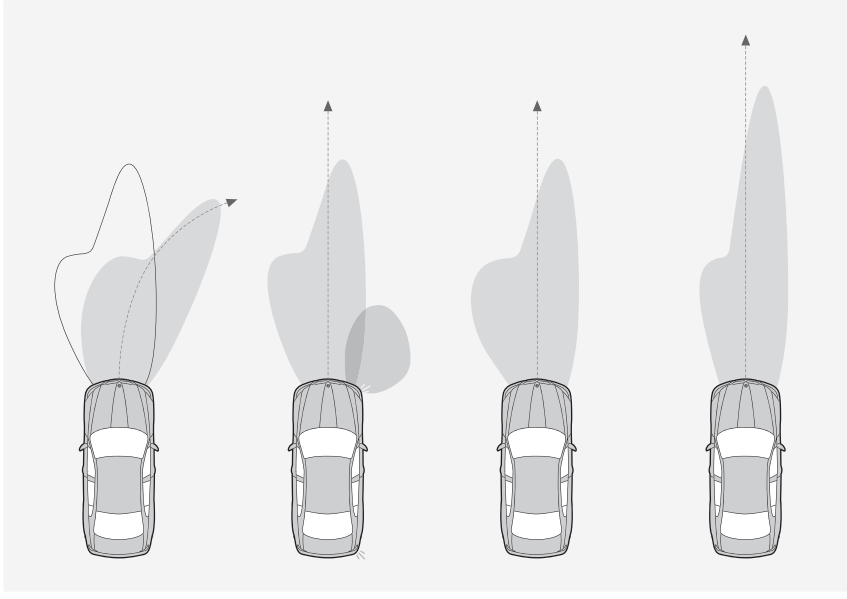
BMW gives you many ways to enjoy driving. First, you can keep your right foot firmly in control, alternating between the accelerator and the brake pedal. Second, on long stretches of highway with light traffic, you can give your right foot a rest by activating standard Dynamic Cruise Control. It keeps you at your desired preset speed, not only on level stretches, but by accelerating uphill and braking downhill.

Then there's driving in traffic. Here's where your BMW can actually help relieve stress – that is, if it's equipped with Active Cruise Control. This feature adjusts your speed automatically, decelerating when you approach a slower vehicle, and then accelerating back up to your preset speed when the coast is clear.

Using radar sensors that scan the area in front of the vehicle, Active Cruise Control gauges the speed of vehicles traveling ahead of you. As you get closer, a "vehicle ahead" icon lights up. Your BMW then automatically adjusts its speed, even braking when necessary, in order to maintain the safe following distance you've preselected. When the slower traffic ahead clears, your BMW automatically resumes your previously set cruising speed. It's one more way BMW helps maintain the joy of driving – even in traffic.

Note: Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



**Adaptive Headlights create cones of light that follow the direction of the headlights.**

**Cornering Lights illuminate the side of the road when turning, helping to reveal obstacles, cyclists and pedestrians.**

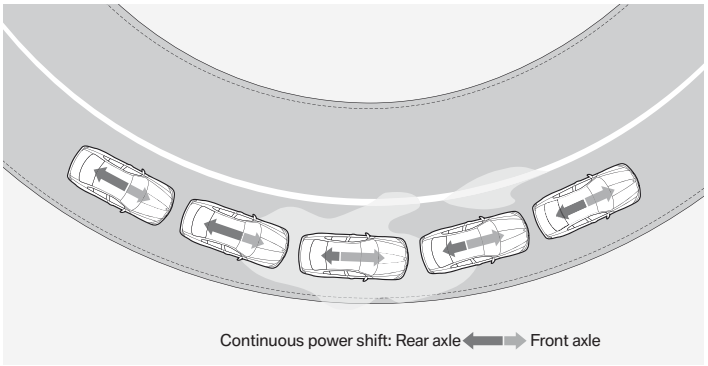
**Xenon low beams provide improved illumination of the road, while Corona headlight-rings act as Daytime Running Lights and parking lights.**

**High beams – both Xenon and halogen – increase the range of visibility. The Automatic high beam feature senses approaching headlights and turns the high beams off, then on, as needed.**

# See nighttime driving in a new light.

The 3 Series headlights, set in chromed "tubes," emphasize the Sedan's sharp looks and wider stance while helping you see better in the dark. Distinctive Corona headlight-rings, which circle the low beams, function as parking lights. They can also be set to function as Daytime Running Lights, via the Advanced Vehicle & Key Memory feature. Cornering Lights direct an angled beam at each front corner when turning, at low speeds, and in reverse gear. Vertically layered turn-signal lights, like the L-shaped taillights, use LED technology for quicker, heightened visibility.

When equipped with Xenon Adaptive Headlights, the road ahead is illuminated with the near-daylight brilliance and clarity of Xenon high-intensity discharge (HID) lights, while an auto-leveling feature reduces headlight glare for oncoming drivers. The Adaptive light control feature automatically swivels the lights to follow the curves of the road, using data from on-board sensors and the steering wheel angle.




**BMW's xDrive all-wheel-drive system continuously monitors the vehicle's status – rpms, steering angle, acceleration – and when it detects wheelspin, sends the optimal amount of power to the axle with traction.**

## xDrive all-wheel drive: the power to master anything that crosses your path.

The intelligent xDrive all-wheel-drive system takes all-road traction to new heights while maintaining a BMW's legendary agility. On smooth, dry roads, vehicles with xDrive have the feel of their rear-wheel-drive counterparts. But hit a wet uphill curve, for instance, and even before wheelspin can occur, the xDrive system immediately recognizes any need for a change in power distribution. Almost instantaneously, xDrive can send more torque to the front axle to enhance stability. Should one wheel or axle spin faster than the other, the brakes automatically engage, as needed, to bring all wheels back in sync.

Working in conjunction with xDrive is the latest version of BMW's Dynamic Stability Control (DSC) system that includes four innovative automatic braking functions: **Brake Stand-by:** If you suddenly remove your foot from the throttle, DSC anticipates that you're going to want to stop quickly. It then pre-tenses the brake calipers for quicker action when you step on the brake pedal. **Brake Drying:** When it rains, your brakes get wet and can take longer to stop the vehicle. When the sensor determines that it is raining, it reacts by periodically bringing the brake pads into contact with the rotors, just enough to eliminate the accumulated moisture and help dry them, but not enough to cause brake application. **Start-off Assistant:** When stopped on an incline, DSC prevents your vehicle from rolling backwards or forwards. It even holds your car momentarily when you release the brake to start moving again. **Brake Fade Compensation:** As your brakes heat up due to continuous or repeated braking (like when you're descending a winding mountain road), the same pedal action results in less braking power. DSC senses and compensates for this by applying the brakes with more force with the same pedal action.

Augmenting the xDrive system are Automatic Stability Control (ASC) and Dynamic Brake Control (DBC), which maximizes brake force on both axles, should the system detect that the driver wishes to brake as hard as possible. And a special Dynamic Traction Control (DTC) mode can be selected at the push of a button, allowing more wheel slip and yaw angle, providing incremental traction on slippery surfaces and snow. BMW's advanced traction and stability technology ensure that no challenge faced on the road ever goes unanswered.

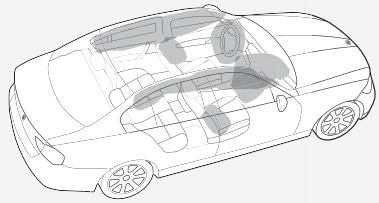
# High performance when it counts: in a flash.

The advanced safety systems of the 3 Series Sedan build on its impressive record.[1] Passive safety begins with the extremely rigid steel "safety cage" that surrounds the occupant compartment, with deformable crush tubes front and rear. In a severe crash, impact energy is absorbed and routed around the passenger cabin.

Sensors throughout the vehicle measure both the severity of the crash and the presence of occupants. After analyzing the data, the vehicle determines the best plan for deploying safety-belt pretensioners and airbags. Six airbags are on hand to help shield occupants from harm: for the driver and front passenger, there are dual-threshold, dual-stage front airbags, and seat-mounted front side airbags. In a side impact, Head Protection System (HPS) side-curtain airbags stretch all the way from the A pillar in the front to the C pillar at the rear, helping to keep front and rear occupants' heads from hitting the side windows, and keeping debris out of the cabin.

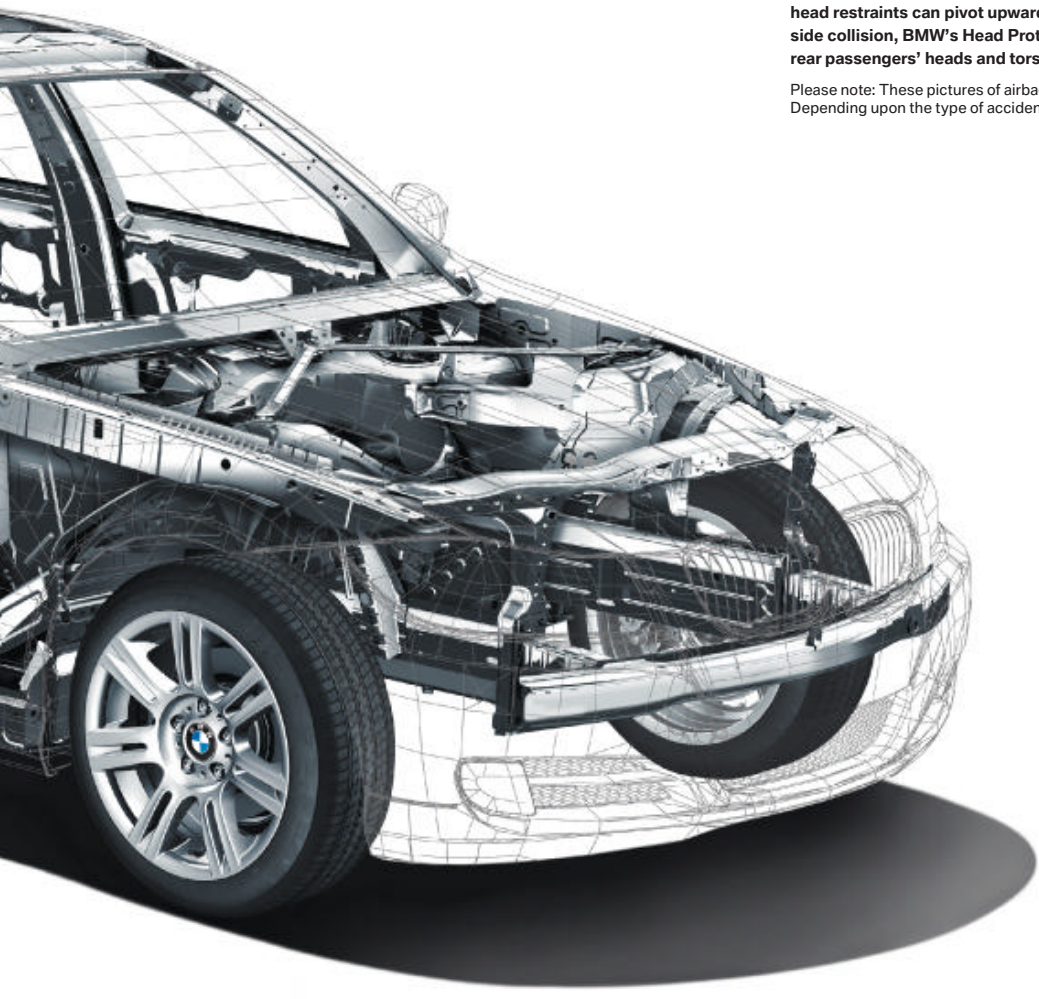
The front seats of the 3 Series Sedan include Active Headrests. In a rear-end impact, they quickly pivot forward, close to the backs of occupants' heads. This reduces rearward head motion, lessening the likelihood of whiplash or other head or neck injuries.

[1] Insurance Institute for Highway Safety (IIHS) "Top Safety Pick – Silver" rating, March 2006, is based in part on the 3 Series' performance in IIHS's 40-mph frontal-offset and 31-mph side-impact tests. The 2009 model retains this rating.

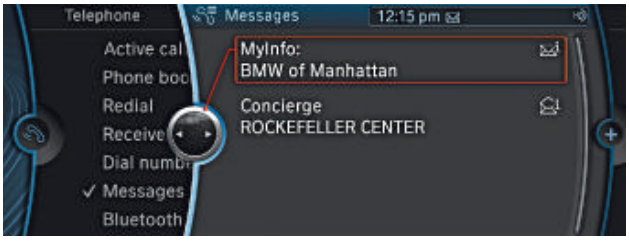


**In the event of a severe impact, up to six airbags can deploy, and front-seat head restraints can pivot upward, to help protect front-seat occupants. In a side collision, BMW's Head Protection System (HPS) helps shield front and rear passengers' heads and torsos from impact and debris.**

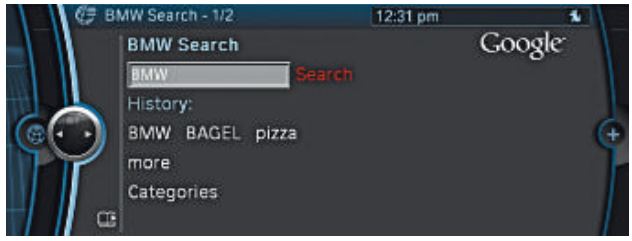
Please note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



All drivers sometimes need to stop and refuel. Let a **BMW Assist** Concierge locate and send the address of your preferred gas station and the best local restaurant to your BMW.
When an upcoming service need is detected, your BMW automatically transmits all relevant information to your BMW Service Advisor, who then contacts you to arrange an appointment.
Need an address or telephone number? **BMW Search** uses Google Maps™ to find them, then your Navigation system guides you there.
Heading for a traffic jam? **Real Time Traffic Information** lets you know in advance – and recommends an alternative route.
Find many more ways how **BMW Assist** makes every trip you take more enjoyable.
Select not only the fastest, but also the most interesting roads to reach your destination.
Get into a serious accident? Your BMW automatically calls for help and communicates all relevant information.

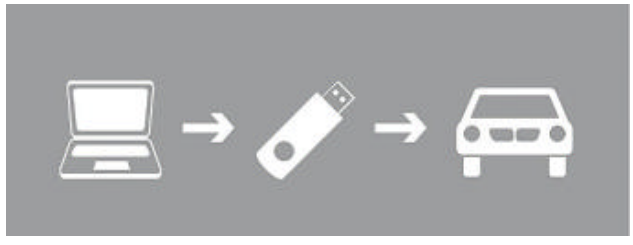



**MyInfo** allows you to send business locations and street addresses to your BMW from your computer. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate routing, while you can call the destination with your Bluetooth® linked phone.




**BMW Search™** allows online access to up-to-date fuel prices, the latest weather forecasts, Bloomberg stock indices and the powerful reach of the Google Maps™ database – delivered on your control display inside your vehicle.

In most large cities, **Real Time Traffic Information** makes you aware of traffic congestion before you encounter it. This feature displays and describes current local traffic information on your control display; in case of congestion, it suggests alternate routes.



BMW is the first automobile manufacturer to offer **BMW Trips**, giving you the opportunity to directly transfer personally planned trips from the Internet to your Navigation system via a USB memory stick. (Delayed availability.)

# Two for the road: Navigation and BMW Assist™

When you're far from home – or just in the next town – it's easy to find your way with confidence and peace of mind with the convenient features and services available on your BMW.

**BMW Assist Safety Plan** gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. Enjoy four years of a wide range of services at no additional charge. The Safety Plan includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo.

The **BMW Assist Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Search and Concierge services to not only recommend restaurants and hotels, but then also send the destination address and phone number right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available or its battery is discharged.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

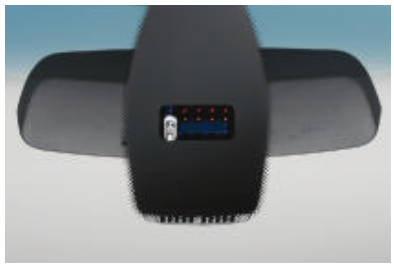
## Recommended color combinations

| Materials | | Leatherette[1] | | Dakota Leather[2] | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Upholstery colors | | Beige | Black | Gray | Beige | Oyster | Chestnut Brown | Saddle Brown | Black |
| **Exterior colors** | | | | | | | | | |
| **300** Alpine White Non-metallic[1] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **A61** Crimson Red Non-metallic[1, 3] | | ● | ● | ● | ● | ● | | | ● |
| **668** Jet Black Non-metallic[1, 3] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **354** Titanium Silver Metallic[4] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **A53** Platinum Bronze Metallic[3, 4] | | ● | ● | | ● | ● | | | ● |
| **896** Blue Water Metallic[4] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **A51** Montego Blue Metallic[3, 4] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **A35** Monaco Blue Metallic[3, 4] | | ● | ● | ● | ● | ● | | ● | ● |
| **381** Le Mans Blue Metallic[5] | | ● | ● | ● | ● | ● | | ● | ● |
| **A39** Barbera Red Metallic[3, 4] | | ● | ● | ● | ● | ● | | | ● |
| **A81** Tasman Green Metallic[3, 4] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **A52** Space Gray Metallic[4] | | ● | ● | ● | ● | ● | | | ● |
| **475** Black Sapphire Metallic[4] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **Interior trims** | | | | | | | | | |
| **4B9** Aluminum[6] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **4MG** Glacier Silver Aluminum[5] | | ● | ● | ● | ● | ● | ● | ● | ● |
| **4AB** Dark Burl Walnut Wood[1] | | ● | ● | | ● | ● | ● | ● | ● |
| **4A3** Light Burl Walnut Wood[6] | | ● | ● | ● | ● | ● | ● | ● | ● |

[1] Standard in all models.
[2] Optional and included in all models with Premium Package.
[3] Not available with M Sport Package.
[4] Optional in all models.
[5] No-cost option; requires M Sport Package.
[6] No-cost option in all models.

■ Standard equipment ☐ Optional equipment

■ BMW's **distinctive front kidney-shaped grille** features a chrome surround. The vertical slats on the 335i, 335i xDrive and 335d grille are chrome; the 328i and 328i xDrive have black slats.



■ **Rain sensor** measures the amount of rain. In "intermittent" windshield wiper mode, it automatically adjusts the wiping interval as needed. Includes **Automatic headlight control** (not shown), which activates headlights by means of a sensor that responds to darkness. The rain sensor is also integrated into the braking system as part of the Brake Drying feature.

■ **Door sill** with BMW insignia and polished chrome inlay adds a customized touch to the 3 Series Sedan.

■ **xDrive badges,** located to the rear of the front wheel wells of the 328i xDrive and 335i xDrive, indicate that these BMWs are all-wheel-drive models.

☐ **V Spoke (Style 285)** 17 x 8.0 light alloy wheels with 225/45 **run-flat[1] all-season tires.** (Optional on 328i/328i xDrive.)

■ **V Spoke (Style 360)** 16 x 7.0 light alloy wheels with 205/55 **run-flat[1] all-season tires.** (Standard on 328i/328i xDrive.)

■/☐ **Multi Spoke (Style 284)** 17 x 8.0 light alloy wheels with 225/45 **run-flat[1] all-season tires.** (Standard on 335i, 335i xDrive and 335d; included in 328i xDrive Sport Package.)

☐ **Star Spoke (Style 286)** light alloy wheels and **run-flat[1] performance tires.[2]** In front: 17 x 8.0 wheels and 225/45 tires; in back: 17 x 8.5 wheels and 255/40 tires. (Included in 328i Sport Package; optional in 328i xDrive, requires optional Sport Package.)

☐ **Star Spoke (Style 287)** light alloy wheels and **run-flat[1] performance tires.[2]** In front: 18 x 8.0 wheels and 225/40 tires; in back: 18 x 8.5 wheels and 255/35 tires. (Included in 335i Sport Package; optional in 335i xDrive, requires optional Sport Package.)

☐ **Double Spoke (Style 161)** 17 x 8.0 light alloy wheels with 225/45 **run-flat[1] all-season tires.** (Included in 335i xDrive Sport Package.)

☐ **Double Spoke (Style 195)** light alloy wheels and **run-flat[1] performance tires.[2]** In front: 18 x 8.0 wheels and 225/40 tires; in back: 18 x 8.5 wheels and 255/35 tires. (Included in 335d Sport Package.)

[1] Run-flat tires do not come equipped with a spare tire.
[2] Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

■ Standard equipment ☐ Optional equipment

☐ **Three-spoke leather-wrapped multi-function sport steering wheel,** with **steering wheel-mounted paddle shifters** that allow you to shift gears manually without using a clutch. This option is included in the 3 Series Sedan when equipped with the optional Sport Package and optional STEPTRONIC automatic transmission.

■ **Engine Start/Stop button**[1] and remote key control the engine. First, insert the remote key into the starter switch slot. After the electronic identification system confirms that it is the correct remote key, you can start (or later, turn off) the engine by pressing the Start/Stop button.

■ **Dynamic Cruise Control** lets you set and keep to a chosen speed above 20 mph, automatically applying the brakes downhill. It is activated via the left-hand steering column switch, and deactivated by applying the brakes or via the switch.[2]

■ **Three-spoke leather-wrapped multi-function steering wheel** lets you keep both hands on the wheel while adjusting various comfort functions, such as changing the radio, CD selections and volume. Optional Voice Command (included with optional Navigation system) can be used to access elements of the system.

☐ **Three-spoke leather-wrapped sport multi-function steering wheel** offers the convenient multi-functions of the standard steering wheel, in addition to the distinctive design element shown on the lower spoke of the steering wheel.

☐ **Active Cruise Control** allows the driver to set a desired speed that is automatically maintained in free-flowing traffic. As a slower-moving vehicle is approached, a radar sensor alerts the system and adjusts speed to match the slower vehicle, while maintaining a preset following distance. As the lane ahead clears, the system automatically returns the car to the set speed.[2]

■ **Instrument panel** features a red backlit speedometer and tachometer. Centered between the two easy-to-read analog instruments is the on-board computer (at right) with liquid crystal display providing additional important driving information.

■ The **on-board computer** with Check Control provides feedback on the vehicle's operating status: oil level indicator and distance to next service appointment/oil change, as well as other detailed information, such as spark plug and micro-filter status. It also provides travel information, including travel range on remaining fuel, external temperature, and more.

☐ **Voice Activation** allows you to activate numerous Navigation system functions, record up to five minutes of notes, and dial hands-free. The Voice Activation button must be pressed before each use, so conversations won't accidentally activate the phone or other systems.

☐ **Park Distance Control** uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.

Shown with optional Navigation system.

■ **6-speed manual transmission** delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and "throw" add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising. (Shown with iDrive, included with optional Navigation system.)

☐ **6-speed STEPTRONIC automatic transmission** provides a choice of three modes: "Drive" with Adaptive Transmission Control; a more dynamic "Sport" mode; and STEPTRONIC automatic, for the hands-on control of a manual without a clutch. (When ordered with the Sport Package or M Sport Package, includes steering wheel-mounted paddle shifters.)

☐ **Navigation system** features a high-resolution, glare-free monitor. Using GPS satellites in conjunction with data stored on an internal hard drive, a choice of detailed maps show – and tell – the directions to your desired destination. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. Additionally the hard drive offers 12 GB of space that can hold up to 2,000 songs. It also provides Real Time Traffic Information on potential traffic problems and solutions.

[1] Foot must be on brake in order to start; with manual transmission, clutch must also be depressed.

[2] Speed control systems are not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. Due to road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Smoker's Package/ashtray (shown) not available.

■ Standard equipment ☐ Optional equipment

■ **BMW anti-theft AM/FM stereo CD/MP3 player** includes Radio Data System, Auto-Store, and 3-channel FM diversity antenna; reads/displays song title.
■ **HD Radio™** receives free, digital AM/FM broadcasts in clear, static-free sound; multicast FM stations, and innovative data services.

☐ **Logic7** Surround Sound anti-theft AM/FM stereo CD/MP3 player audio system provides outstanding sound with 13 upgraded speakers, Digital Sound Processing (DSP), and an adjustable surround sound function. The subwoofer speakers, located under the front seats, produce an authentic bass sound.

■ **Auxiliary input port** lets you connect an external audio source, such as an iPod® or MP3 player.
☐ **iPod and USB** adaptor lets you scroll through and select the music you want by using the car's radio controls, the multi-function steering wheel buttons, or optional iDrive Controller. Music titles are displayed on the radio or Navigation screen.

■ **Power window buttons** with "one-touch" up/down operation and **exterior mirror adjustment** controls are located conveniently to the left of the driver, allowing access that doesn't require taking your eyes off of the road.

■ **Standard front seats,** shown here with optional Dakota Leather upholstery, offer eight-way manual adjustment, including two-way headrests with Active Headrests feature. The front passenger seat also includes manual height adjustment.

☐ **Heated front seats** are a welcome feature for driver and front passenger in cooler weather. By pressing the icon button, seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of three settings. (Heated front seats are also included in the Cold Weather Package.)

☐ **Power seat adjustments** included with eight-way power front seats allow customized comfort and convenience for driver and front passenger. The two-setting memory system automatically adjusts the driver's seat and side-view mirror positions, with individual preferences available at your fingertips.

Smoker's Package/ashtray (shown) not available.

■/☐ **Xenon Adaptive Headlights** provide brilliant clarity of the road ahead and to the side at night and in conditions with poor visibility. The dynamic auto-leveling feature helps keep glare out of the eyes of oncoming drivers. BMW Adaptive Headlights provide optimum road illumination around corners, thanks to an electromechanical system that directs the headlights into and around the bend as soon as the vehicle begins cornering.

■ **Automatic climate control system** allows occupants to select a specific cabin temperature and choice of fan speeds, as well as automatic or manual airflow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also includes defrost/demist and MAX A/C functions.

■ **Front armrest** with integrated storage compartment folds up to allow access to a front cupholder and Auxiliary input port shown on the facing page.

☐ **Two-way power glass moonroof** with one-touch operation slides forward or tilts up to let in as much fresh air and sky as you like, while a wind deflector helps keep the wind out. Includes a sliding interior sunshade and remote operation. (Also included in the Premium Package.)

■ **Lined trunk** is illuminated and can be expanded by folding down either side of the optional split-folding 60/40 rear seats – or both at once to facilitate the transport of long items.

☐ **Rear fold-down seats** allow flexible combinations of passengers and cargo. Use the folding 60/40 seats with through-load feature for transporting skis or other long items. (Also included in the Cold Weather Package.)

■ **Rear cupholders** are integrated into the front of the rear-seat center armrest. When not in use, they can be stored out of sight by sliding them back into the armrest.

■ **Front cupholders** are integrated into the dashboard within convenient reach of the driver and front passenger. The passenger's cupholder is shown above; the driver's cupholder is to the right of the center console.

☐ **Power sunshade for the rear window** can be raised and lowered at the press of a button. Together with manual sunshades for the rear side windows, this feature maintains occupant privacy, helps eliminate glare, and helps lower the cabin temperature by reflecting intense sunlight.

☐ **Comfort Access system** offers convenient keyless access to your car. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button[1] without inserting the remote key.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

[1] Foot must be on the brake in order to start; with manual transmission, clutch must also be depressed.

# Cold Weather Package

Enjoy winter to the fullest with the Cold Weather Package. There's nothing like the feeling of quick-warming heated front seats on a cold morning, and the reassurance of clean, bright headlights on a stormy night. Add the comfort of a rear center armrest and the convenience of 60/40 split, separately folding rear seats.

Retractable **high-intensity headlight washers** help keep lights clean of ice, mud, road salt and other coatings, for maximum road lighting and enhanced driving safety.

**Heated steering wheel** makes gloves unnecessary for cold weather driving. A flick of the switch quickly warms the steering wheel to the perfect temperature.

**Heated front seats** are a welcome feature for driver and front passenger in cooler weather. By pressing the icon button, seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of three settings.

**Rear fold-down seats** allow flexible combinations of passengers and cargo. Use the folding 60/40 seats with through-load feature for transporting skis or other long items.

# Premium Package

Add immeasurably to the enjoyment of your 3 Series Sedan with the Premium Package. Eight-way power-adjustable front seats, upholstered in supple Dakota Leather, offer the customized comfort of four-way lumbar support. At night you'll appreciate the enhanced visibility afforded by auto-dimming rear- and power-adjustable, folding exterior side-view mirrors. BMW Assist™ offers roadgoing peace of mind, while Bluetooth® wireless technology lets you keep in touch without taking your eyes from the road. And the integrated three-button Universal garage-door opener takes the place of up to three separate remote-control devices, helping to eliminate clutter.

**Power-adjustable, folding exterior side-view mirrors** automatically dim when reflecting bright lights, helping to eliminate glare when driving at night.

**BMW Universal garage-door opener** takes the place of up to three remote-control devices. It can activate remote functions outside the vehicle, such as garage-door openers or home-lighting systems.

The **automatic-dimming inside rear-view mirror** darkens in response to the bright headlights of vehicles behind you. The easy-to-read **digital compass**, integrated into the mirror, is a convenient way to constantly keep your bearings while driving.

**Eight-way power-adjustable front seats** cradle driver and passengers in soft gathered Dakota Leather. Durable and easy to maintain, a Leather interior adds elegance and refinement.

**Two-way power glass moonroof** with one-touch operation slides forward or tilts up to let in as much fresh air and sky as you like, while a wind deflector helps keep the wind out. Includes a sliding interior sunshade and remote operation.

**Lumbar support** for front seats adds four-way adjustable comfort for the lower back. Lumbar support can be adjusted up/down and in/out.

**BMW Assist**[1] and Bluetooth® system offers hands-free calling through your BMW-approved Bluetooth phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency Request, Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, TeleService and more. The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concierge services.

[1] See page 66 for detailed information on standard and optional services available with BMW Assist.

Smoker's Package/ashtray (shown) not available.

# Sport Package

The Sport Package injects even greater excitement into every minute spent behind the sport steering wheel.[1] Larger wheels and run-flat performance tires[2] team up with the sport-tuned suspension[3] to grip corners with a vengeance. Specially bolstered sport seats cradle you comfortably over long distances, while holding you firmly in place during sporty driving maneuvers.

[1] When STEPTRONIC automatic transmission is ordered with the Sport Package or M Sport Package, steering wheel-mounted paddle shifters are automatically included.

[2] Run-flat tires do not come equipped with a spare tire. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

[3] Sport-tuned suspension not available in 328i xDrive and 335i xDrive.

**High-Gloss shadowline trim** gives a purposeful look to window frames, window recess finishers, and door-sill trim strips.

☐ **Star Spoke (Style 286)** light alloy wheels and **run-flat performance tires.[2]** In front: 17 x 8.0 wheels and 225/45 tires; in back: 17 x 8.5 wheels and 255/40 tires. (Included in 328i Sport Package; optional in 328i xDrive, requires Sport Package.)

**Three-spoke, leather-wrapped multi-function sport steering wheel** lets you keep both hands on the wheel while adjusting various comfort functions, such as changing the radio, CD selections and volume. Voice command (included with Navigation system) can be used to change radio stations and audio selection, Navigation system destinations, and telephone entries.

**Eight-way adjustable front sport seats** make the driving experience more enjoyable. Side bolsters can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. (Eight-way power front sport seats with two-way manual headrests and thigh support are standard in 335i, 335i xDrive and 335d with Sport Package; optional or included with Premium Package in 328i and 328i xDrive with Sport Package.)

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.

Smoker's Package/ashtray (shown) not available.

# M Sport Package

An Aerodynamic kit and increased top-speed limiter indicate the performance-oriented attitude of the M Sport Package. Le Mans Blue Metallic, a paint choice exclusive to the M Sport Package, is set off by High-Gloss shadowline trim. The interior boasts sport seats, a leather-wrapped M multi-function sport steering wheel[1] and an Anthracite headliner. M door sills and an M footrest add an expressive visual touch. The M-tuned sports suspension[3] is complemented by mixed size run-flat performance tires.[2] Gleaming Star Spoke (Style 193M) 18" M light alloy wheels reduce unsprung weight on the 335i and 335i xDrive.

**Shadowline trim** surrounding the windows and door center post enhance the sporty attitude.

The **Aerodynamic kit** includes a front air dam with generous air intakes, dynamic side skirts and an athletic rear spoiler. The M Sport chassis is lowered for tighter handling when cornering and a more aggressive look.[3]

**Double Spoke (Style 194M)** M light alloy wheels and **run-flat performance tires.[2]** In front: 17 x 8.0 wheels and 225/45 tires; in back: 17 x 8.5 wheels and 255/40 tires. (Included in 328i and 328i xDrive M Sport Package.)

**M entry door sills** with chrome inserts and the M logo perfectly complement the M sports package.

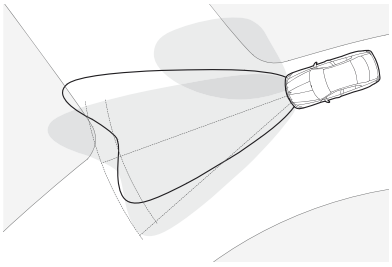
**Three-spoke, leather-wrapped multi-function M sport steering wheel** includes a thick, textured rim and thumb indents that are designed for performance driving, while multi-function buttons allow you to adjust various comfort features while keeping both hands on the wheel. The integrated multifunction buttons can be used to operate the radio, CD player and telephone (if installed).

**Sport front seats** offer optimum lateral support during sporty driving maneuvers, and long-distance comfort when traveling. (Eight-way power front sport seats with two-way manual headrests and thigh support require Premium Package or power seats feature.)

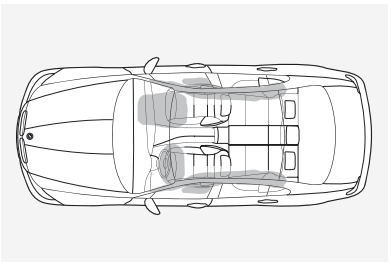
**Park Distance Control** uses ultrasonic sensors in the rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.

Shown with optional Navigation system.

■ Standard equipment ☐ Optional equipment

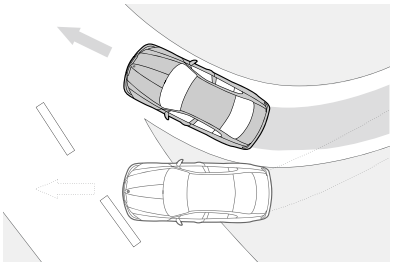


■/☐ **Xenon Adaptive Headlights** automatically swivel to follow the curves of the road. The system uses data from on-board sensors and the steering wheel angle to determine the car's direction, then adjusts the headlights accordingly. The system offers outstanding nighttime vision. (Standard on 335i/335i xDrive and 335d; optional on 328i/328i xDrive.)

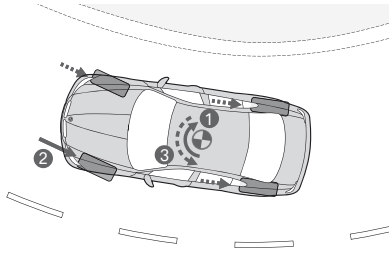


■ In the event of a collision, BMW's supplemental restraint system (SRS) with advanced technology for the driver and front passenger seats determines which **airbags** to deploy for optimal protection. The system also includes front seat-mounted side-impact airbags. BMW's Head Protection System (HPS) is designed to help protect passengers in both front and rear compartments.

Note: Pictures of airbags are for illustrative purposes only.

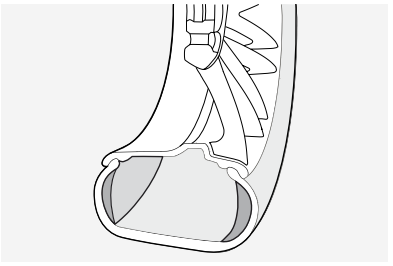


■ **Dynamic Stability Control (DSC) with Dynamic Traction Control (DTC)** features Brake Drying, Brake Stand-by, Brake Fade Compensation and Start-off Assistant. DSC is a braking control system that helps to stabilize a vehicle when it senses a loss of control. If the system senses over- or understeer, it responds with counter-measures to help keep the vehicle under control.



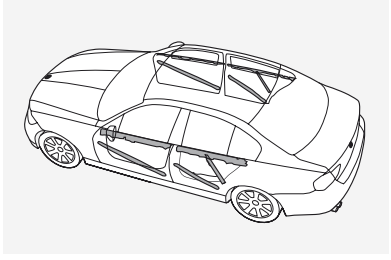

■ **Cornering Brake Control** increases vehicle stability by proportioning the braking force while turning. When you brake in a turn, the pressure comes off the rear wheels, which (1) causes the vehicle to swerve inward (oversteer). Cornering Brake Control counteracts this action by asymmetrically adjusting brake pressure (2), creating stabilizing counter-torque (3) independently of the ABS system.

■ **BMW restraint system** for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, seat bolsters that help prevent occupants from sliding forward, and Active Headrests. This system helps provide optimum restraint in a collision.

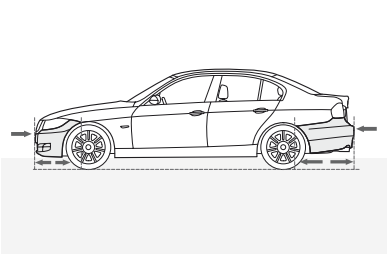


■ **Run-flat tires** allow speeds of up to 50 mph and travel from 30 to 150 miles after loss of air pressure, depending on the total vehicle weight.[1] Reinforced sidewalls help prevent the tires from collapsing or loosening from the rim. In the event of a decline in tire pressure, the driver is warned by the **Tire Pressure Monitor.**

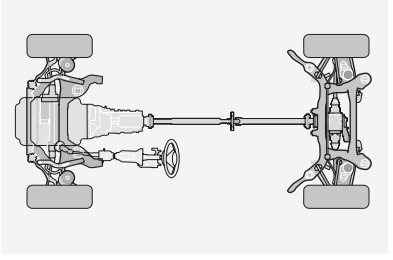
[1] Please see the Owner's Manual for more information detailing allotted miles to travel and load weight rules.



■ BMW's **door anchoring system** includes reinforcing bars with hook-like members within each door. In a serious side impact, the bars hook the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the anchoring system is designed to disengage so that the doors can be opened (unless further damage from the impact prevents them from opening).



■ **Impact-absorbing bumpers** and compressible "crush tubes" front and rear help absorb the force of impact in collisions up to nine mph, minimizing damage to the vehicle's body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.



■ **Lightweight construction** is used throughout the 3 Series Sedan. In the front section, for example, aluminum is used extensively for suspension components and in the steering rack. BMW's Advanced Turbo engines in the 335i, 335i xDrive and 335d models are all aluminum, and the naturally aspirated inline six in the 328i and 328i xDrive is an aluminum/magnesium composite – the lightest in its class.

| | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|
| **Performance and efficiency** | | | | | |
| 3.0-liter, 230-horsepower, dual overhead cam (DOHC), inline 24-valve 6-cylinder engine with composite magnesium/aluminum engine block, Valvetronic, and Double-VANOS steplessly variable valve timing | ● | ● | | | |
| 3.0-liter, 300-horsepower, dual overhead cam (DOHC), inline 24-valve 6-cylinder engine with aluminum engine block, Advanced Turbo technology, piezo direct injection, and Double-VANOS | | | ● | ● | |
| 3.0-liter, 265-horsepower, dual overhead cam (DOHC), inline 24-valve 6-cylinder Advanced Diesel engine with aluminum engine block, Advanced Turbo technology and third-generation piezo common rail direct injection | | | | | ● |
| Electronic throttle control | ● | ● | ● | ● | ● |
| 6-speed manual transmission | ● | ● | ● | ● | |
| 6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control | ○ | ○ | ○ | ○ | ● |
| Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered) | ○ | ○ | ○ | ○ | ○ |
| **Handling, ride and braking** | | | | | |
| Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC) | ● | ● | ● | ● | ● |
| Extensive aluminum componentry, including front suspension components (forged-aluminum lower arms, steering knuckle); subframe; steering rack; and brake components | ● | | ● | | ● |
| xDrive all-wheel-drive system | | ● | | ● | |
| Hill Descent Control | | ● | | ● | |
| Double-pivot type front suspension with dual forged-aluminum lower arms (328i xDrive and 335i xDrive have steel lower arms and a steel subframe, plus an aluminum thrust plate) | ● | ● | ● | ● | ● |
| 5-link rear suspension with cast-aluminum upper transverse arms | ● | ● | ● | ● | ● |
| Front and rear anti-roll (stabilizer) bars | ● | ● | ● | ● | ● |
| Twin-tube gas-pressure shock absorbers | ● | ● | ● | ● | ● |
| 4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control (DBC) | ● | ● | ● | ● | ● |
| Engine-speed-sensitive, variable-assist power steering | ● | ● | ● | ● | ● |
| Active Steering with Servotronic power assist | | | ○ | | |
| Sport suspension calibration | □/■ | | □/■ | | □ |
| Increased top-speed limiter | □/■ | ■ | □/■ | ■ | □ |

● Standard
○ Optional
□ Included in optional Sport Package
■ Included in optional M Sport Package

| | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|
| **Exterior** | | | | | |
| V Spoke (Style 360) light alloy wheels, 16 x 7.0 and 205/55 run-flat[1] all-season tires | ● | ● | | | |
| Multi Spoke (Style 284) light alloy wheels, 17 x 8.0 and 225/45 run-flat[1] all-season tires | | □ | ● | ● | ● |
| Star Spoke (Style 286) light alloy wheels, 17 x 8.0 front, 17 x 8.5 rear; 225/45 front, 255/40 rear run-flat[1] performance tires[2] (328i xDrive requires Sport Package) | □ | ○ | | | |
| Double Spoke (Style 194M) M light alloy wheels, 17 x 8.0 front, 17 x 8.5 rear; 225/45 front, 255/40 rear run-flat[1] performance tires[2] | ■ | ■ | | | |
| V Spoke (Style 285) light alloy wheels, 17 x 8.0 and 225/45 run-flat[1] all-season tires (cannot be ordered with Sport Package or M Sport Package) | ○ | ○ | | | |
| Double Spoke (Style 161) light alloy wheels, 17 x 8.0 and 225/45 run-flat[1] all-season tires | | | | □ | |
| Star Spoke (Style 287) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat[1] performance tires[2] (335i xDrive requires Sport Package) | | | □ | ○ | |
| Star Spoke (Style 193M) M light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat[1] performance tires[2] | ○ | ○ | ■ | ■ | |
| Double Spoke (Style 195) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat[1] performance tires[2] | | | | | □ |
| Tire Pressure Monitor | ● | ● | ● | ● | ● |
| Halogen high- and low-beam headlights and Corona headlight-rings | ● | ● | | | |
| Xenon Adaptive Headlights with dynamic auto-leveling and Corona headlight-rings | ○ | ○ | ● | ● | ● |
| Halogen free-form front foglights | ● | ● | ● | ● | ● |
| Retractable, high-intensity headlight washers | ★ | ● | ★ | ● | ★ |
| Heated dual power mirrors and heated windshield washer jets | ● | ● | ● | ● | ● |
| Chrome-plated exhaust tips | ● | ● | ● | ● | ● |
| Aerodynamic kit | ■ | ■ | ■ | ■ | |
| High-Gloss shadowline trim | □/■ | □/■ | □/■ | □/■ | □ |
| Metallic paint | ○ | ○ | ○ | ○ | ○ |

| **Interior seating and trim** | | | | | |
|---|---|---|---|---|---|
| 8-way adjustable front seats (includes 2-way headrests with Active Head Restraints feature) | ● | ● | | | |
| 8-way power front seats with 2-way manual headrests with Active Head Restraints feature, and driver memory with 2 presets for exterior mirror and seat positions | ○/◇ | ○/◇ | ● | ● | ● |
| 8-way manual adjustable front sport seats with adjustable back bolsters, and 2-way headrests with Active Head Restraints feature, and thigh support | □/■ | □/■ | | | |
| 8-way power front sport seats with adjustable back bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions (optional power seats or Premium Package required in 328i and 328i xDrive) | □/■ | □/■ | □/■ | □/■ | □ |
| 4-way adjustable power lumbar support for front seats | ◇ | ◇ | ◇ | ◇ | ◇ |
| Leatherette upholstery | ● | ● | ● | ● | ● |
| Dakota Leather upholstery | ○/◇ | ○/◇ | ○/◇ | ○/◇ | ○/◇ |

● Standard
○ Optional
□ Included in optional Sport Package
■ Included in optional M Sport Package
◇ Included in optional Premium Package
★ Included in optional Cold Weather Package

[1] Run-flat tires do not come equipped with spare tire.
[2] Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires are not recommended for driving in snow and ice.
[3] Optional and included in 328i and 328i xDrive Premium Packages; standard in 335i, 335i xDrive and 335d.

| | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|
| **Interior seating and trim (Continued)** | | | | | |
| 3-stage heated front seats | ○/★ | ○/★ | ○/★ | ○/★ | ○/★ |
| Front seatback storage nets | ● | ● | ● | ● | ● |
| Split fold-down through-load rear seats | ○/★ | ○/★ | ○/★ | ○/★ | ○/★ |
| Dark Burl Walnut Wood trim | ● | ● | ● | ● | ● |
| Light Burl Walnut Wood trim (no-cost option) | ○ | ○ | ○ | ○ | ○ |
| Aluminum trim (no-cost option) | ○ | ○ | ○ | ○ | ○ |
| Glacier Silver Aluminum trim (no-cost option; requires M Sport Package) | ○ | ○ | ○ | ○ | |
| Anthracite headliner | ■ | ■ | ■ | ■ | |
| **Comfort and convenience** | | | | | |
| Engine Start/Stop button | ● | ● | ● | ● | ● |
| Advanced Vehicle & Key Memory – includes climate-control temperature and air-distribution settings, exterior mirror and power seat settings,[3] audio tone settings and radio presets with optional Navigation system, central-locking preferences, and lighting preferences | ● | ● | ● | ● | ● |
| Comfort Access keyless entry with multi-function remote control | ○ | ○ | ○ | ○ | ○ |
| Automatic climate control – includes micro-filter, automatic air recirculation, left/right temperature control, temperature- and volume-controlled rear outlets, windshield misting sensor, MAX A/C function, heat at rest, and recall of individual user settings | ● | ● | ● | ● | ● |
| 2-way power glass moonroof with "one-touch" operation, sliding interior sunshade, and wind deflector | ○/◇ | ○/◇ | ● | ● | ● |
| Heated steering wheel (not available with M Sport Package) | ○/★ | ○/★ | ○/★ | ○/★ | ○/★ |
| Front-seat center armrest | ● | ● | ● | ● | ● |
| Front passenger cupholders (dashboard-integrated) | ● | ● | ● | ● | ● |
| Rear-seat center armrest with cupholders | ● | ● | ● | ● | ● |
| Tilt/telescopic steering wheel column | ● | ● | ● | ● | ● |
| Park Distance Control (PDC), front and rear (M Sport Package does not include front PDC) | ○/■ | ○/■ | ○/■ | ○/■ | ○ |
| Interior and power-adjustable folding exterior mirrors with auto-dimming function; digital compass | ◇ | ◇ | ◇ | ◇ | ◇ |
| Power front and rear windows with "one-touch" up/down operation | ● | ● | ● | ● | ● |
| Power rear sunshade; manual rear side window shades | ○ | ○ | ○ | ○ | ○ |
| Dynamic Cruise Control | ● | ● | ● | ● | ● |
| Active Cruise Control | ○ | ○ | ○ | ○ | ○ |
| Automatic high beams | ○ | ○ | ○ | ○ | ○ |
| BMW Ambiance Lighting front and rear | ● | ● | ● | ● | ● |
| Courtesy lights – include fade in/fade out, actuation from remote, automatic switch-on when engine is turned off, separately controlled left/right front and rear reading lights, front footwell lighting, and illuminated vanity mirrors | ● | ● | ● | ● | ● |
| Ground-illuminating lights in door handles | ● | ● | ● | ● | ● |
| Locking glovebox | ● | ● | ● | ● | ● |
| Electric interior trunk release | ● | ● | ● | ● | ● |
| Rain-sensing windshield wipers and Automatic headlight control | ● | ● | ● | ● | ● |
| Integrated 3-button Universal garage-door opener | ◇ | ◇ | ◇ | ◇ | ◇ |

| | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|
| **Instrumentation and controls** | | | | | |
| 3-spoke leather-wrapped multi-function steering wheel with audio and Bluetooth® phone controls (if so equipped) | ● | ● | ● | ● | ● |
| 3-spoke leather-wrapped multi-function Sport steering wheel or M Sport steering wheel with audio and Bluetooth phone controls (if so equipped) | □/■ | □/■ | □/■ | □/■ | □ |
| Service Interval Indicator with miles-to-service readout | ● | ● | ● | ● | ● |
| Check Control vehicle monitor system with pictogram display, oil status display, and Condition Based Service indicator | ● | ● | ● | ● | ● |
| On-board computer with Check Control – provides feedback on the vehicle's operating status: oil level indicator and distance to next service appointment/oil change, as well as other detailed information, such as spark plug and micro-filter status. It also provides travel information – travel range on remaining fuel, external temperature and more | ● | ● | ● | ● | ● |
| BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice Command system, and Real Time Traffic Information; iDrive system with high-function on-board computer, Controller, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist™) | ○ | ○ | ○ | ○ | ○ |
| **Audio system** | | | | | |
| Anti-theft AM/FM stereo CD/MP3 player audio system with Radio Data System (RDS) | ● | ● | ● | ● | ● |
| Logic7 Surround Sound anti-theft AM/FM stereo CD/MP3 player audio system with 13 upgraded speakers (including 2 subwoofers), Digital Sound Processing (DSP), Radio Data System (RDS), Auto-Store and 3-channel FM diversity antenna; displays MP3 song title and artist | ○ | ○ | ○ | ○ | ○ |
| Auxiliary audio input for portable music players | ● | ● | ● | ● | ● |
| SIRIUS Satellite Radio with one-year subscription | ○ | ○ | ○ | ○ | ○ |
| iPod® and USB adaptor (includes cable connector) | ○ | ○ | ○ | ○ | ○ |
| Smartphone integration (requires iPod and USB adaptor and Premium Package or BMW Assist) | ○ | ○ | ○ | ○ | ○ |
| HD Radio™ with "multicast" FM station reception | ● | ● | ● | ● | ● |
| **Safety and security** | | | | | |
| Anti-lock braking system (ABS) | ● | ● | ● | ● | ● |
| Adaptive Brake Lights | ● | ● | ● | ● | ● |
| BMW's Advanced Safety System for integrated deployment of passive and active safety features | ● | ● | ● | ● | ● |
| Front and rear Head Protection System (HPS) | ● | ● | ● | ● | ● |
| Active Headrests | ● | ● | ● | ● | ● |
| Driver's and passenger's front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment | ● | ● | ● | ● | ● |
| Seat-mounted front side-impact airbags | ● | ● | ● | ● | ● |
| Front safety belts with automatic pretensioners | ● | ● | ● | ● | ● |
| Front passenger seat-occupation recognition with Passenger's Airbag Off indicator | ● | ● | ● | ● | ● |

● Standard
○ Optional
□ Included in optional Sport Package
■ Included in optional M Sport Package
◇ Included in optional Premium Package
★ Included in optional Cold Weather Package

| | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|
| **Safety and security (Continued)** | | | | | |
| Interlocking door anchoring system to help protect against door intrusion in side impacts | ● | ● | ● | ● | ● |
| Central locking system with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking | ● | ● | ● | ● | ● |
| Coded Driveaway Protection | ● | ● | ● | ● | ● |
| Automatic-locking retractors (ALR) on all passenger safety belts for installation of child-restraint seat | ● | ● | ● | ● | ● |
| LATCH attachments on child-restraint safety installation | ● | ● | ● | ● | ● |
| Impact sensor that activates Battery Safety terminal disconnect of alternator, fuel pump and starter from battery; and automatically turns on hazard lights and interior lights, and unlocks doors | ● | ● | ● | ● | ● |
| Programmable Daytime Running Lights | ● | ● | ● | ● | ● |
| Anti-theft alarm system | ○ | ○ | ○ | ○ | ○ |
| BMW Assist with Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system) | O/◇ | O/◇ | O/◇ | O/◇ | O/◇ |
| **BMW Services** | | | | | |
| BMW Ultimate Service™ (for complete details on BMW Ultimate Service, visit bmwusa.com/ultimateservice) | ● | ● | ● | ● | ● |
| **Premium Package** | | | | | |
| 2-way power glass moonroof with “one-touch” operation, sliding interior sunshade, and wind deflector | O/◇ | O/◇ | ● | ● | ● |
| 8-way power front seats with 2-way manual headrests with Active Head Restraints feature, and driver memory with 2 presets for exterior mirror and seat positions | O/◇ | O/◇ | | | |
| 4-way adjustable power lumbar support for front seats | ◇ | ◇ | ◇ | ◇ | ◇ |
| Dakota Leather upholstery | O/◇ | O/◇ | O/◇ | O/◇ | O/◇ |
| Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital compass | ◇ | ◇ | ◇ | ◇ | ◇ |
| Integrated 3-button Universal garage-door opener | ◇ | ◇ | ◇ | ◇ | ◇ |
| BMW Assist with Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system) | O/◇ | O/◇ | O/◇ | O/◇ | O/◇ |
| **Cold Weather Package** | | | | | |
| 3-stage heated front seats | O/★ | O/★ | O/★ | O/★ | O/★ |
| Heated steering wheel | O/★ | O/★ | O/★ | O/★ | O/★ |
| Split fold-down through-load rear seats | O/★ | O/★ | O/★ | O/★ | O/★ |
| Retractable, high-intensity headlight washers | ★ | ● | ★ | ● | ★ |

| | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|
| **Sport Package** (not available with M Sport Package) | | | | | |
| Star Spoke (Style 286) light alloy wheels, 17 x 8.0 front, 17 x 8.5 rear; 225/45 front, 255/40 rear run-flat[4] performance tires[5] (328i xDrive requires Sport Package) | □ | ○ | | | |
| Multi Spoke (Style 284) 17 x 8.0 light alloy wheels, 225/45 run-flat[4] all-season tires | | □ | | | |
| Star Spoke (Style 287) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat[4] performance tires[5] (335i xDrive requires Sport Package) | | | □ | ○ | |
| Double Spoke (Style 161) 17 x 8.0 light alloy wheels, 225/45 run-flat[4] all-season tires | | | | □ | |
| Double Spoke (Style 195) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat[4] performance tires[5] | | | | | □ |
| 8-way manual adjustable front sport seats with adjustable back bolsters, and 2-way headrests with Active Head Restraints feature, and thigh support | □ | □ | | | |
| 8-way power front sport seats with adjustable back bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions (optional power seats or Premium Package required in 328i and 328i xDrive) | □ | □ | □ | □ | □ |
| 3-spoke leather-wrapped multi-function Sport steering wheel with audio and Bluetooth phone controls (if so equipped) | □ | □ | □ | □ | □ |
| Sport suspension calibration | □ | | □ | | □ |
| High-Gloss shadowline trim | □ | □ | □ | □ | □ |
| Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package are ordered) | ○ | ○ | ○ | ○ | ○ |
| Increased top-speed limiter | □ | □[6] | □ | □[7] | □ |
| **M Sport Package** (not available with Sport Package) | | | | | |
| Double Spoke (Style 194M) M light alloy wheels, 17 x 8.0 front, 17 x 8.5 rear; 225/45 front, 255/40 rear run-flat[4] performance tires[5] | ■ | ■ | | | |
| Star Spoke (Style 193M) M light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat[4] performance tires[5] | ○ | ○ | ■ | ■ | |
| 8-way manual adjustable front sport seats with adjustable back bolsters, and 2-way headrests with Active Head Restraints feature, and thigh support | ■ | ■ | | | |
| 8-way power front sport seats with adjustable back bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions (optional power seats or Premium Package required in 328i and 328i xDrive) | ■ | ■ | ■ | ■ | |
| 3-spoke leather-wrapped multi-function M Sport steering wheel with audio and Bluetooth phone controls (if so equipped) | ■ | ■ | ■ | ■ | |
| Park Distance Control (PDC), rear (M Sport Package does not include front PDC) | ○/■ | ○/■ | ○/■ | ○/■ | |
| Sport suspension calibration | ■ | | ■ | | |
| Anthracite headliner | ■ | ■ | ■ | ■ | |
| High-Gloss shadowline trim | ■ | ■ | ■ | ■ | |
| Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and M Sport Package are ordered) | ○ | ○ | ○ | ○ | |
| Increased top-speed limiter | ■ | ■ | ■ | ■ | |
| Aerodynamic kit | ■ | ■ | ■ | ■ | |
| M Sport Package | ■ | ■ | ■ | ■ | |

○ Optional
□ Included in optional Sport Package
■ Included in optional M Sport Package

[4] Run-flat tires do not come equipped with spare tire.
[5] Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires are not recommended for driving in snow and ice.
[6] Requires optional Star Spoke (Style 286) light alloy wheels and run-flat performance tires.
[7] Requires optional Star Spoke (Style 287) light alloy wheels and run-flat performance tires.

| | | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|---|
| **Weight** | | | | | | |
| Unladen | lbs | 3362 (3428) | 3605 (3649) | 3593 (3605) | 3814 (3824) | 3825 |
| Weight distribution, front/rear | | | | | | |
| Manual transmission | % | 50.5/49.5 | 52.6/47.4 | 50.9/49.1 | 53.8/46.2 | — |
| Automatic transmission | % | 51.1/48.9 | 52.9/47.1 | 51.1/48.9 | 53.9/46.1 | 51.0/49.0 |
| **Engine** | | | | | | |
| Liter/type | | 3.0/inline 6 | 3.0/inline 6 | 3.0/inline 6 | 3.0/inline 6 | 3.0/inline 6 |
| Bore/stroke | inch | 3.35/3.46 | 3.35/3.46 | 3.31/3.53 | 3.31/3.53 | 3.31/3.54 |
| Nominal output/rpm | hp | 230/6500 | 230/6500 | 300/5800 | 300/5800 | 265/4200 |
| Maximum torque/rpm | lb-ft | 200/2750 | 200/2750 | 300/1400-5000 | 300/1400-5000 | 425/1750-2250 |
| Compression ratio | :1 | 10.7 | 10.7 | 10.2 | 10.2 | 16.5 |
| Fuel grade | | unleaded premium gasoline | unleaded premium gasoline | unleaded premium gasoline | unleaded premium gasoline | diesel |
| **Transmission** | | | | | | |
| Manual gear ratios | | | | | | |
| I/II | :1 | 4.32/2.46 | 4.35/2.50 | 4.06/2.40 | 4.06/2.40 | — |
| III/IV | :1 | 1.66/1.23 | 1.67/1.23 | 1.58/1.19 | 1.58/1.19 | — |
| V/VI/R | :1 | 1.00/0.85/3.94 | 1.00/0.85/3.93 | 1.00/0.87/3.68 | 1.00/0.87/3.68 | — |
| Final drive ratio | :1 | 3.23 | 3.39 | 3.08 | 3.08 | — |
| Automatic gear ratio | | | | | | |
| I/II | :1 | 4.07/2.37 | 4.07/2.37 | 4.17/2.34 | 4.17/2.34 | 4.17/2.34 |
| III/IV | :1 | 1.55/1.16 | 1.55/1.16 | 1.52/1.14 | 1.52/1.14 | 1.52/1.14 |
| V/VI/R | :1 | 0.85/0.67/3.20 | 0.85/0.67/3.20 | 0.87/0.69/3.40 | 0.87/0.69/3.40 | 0.87/0.69/3.40 |
| Final drive ratio | :1 | 3.73 | 3.91 | 3.46 | 3.46 | 2.81 |
| **Performance** | | | | | | |
| Drag coefficient | $C_d$ | 0.29 | 0.30 | 0.30 | 0.32 | 0.30 |
| Top speed[1] | mph | 130 [150] | 130 [150[2]] ([148[2]]) | 130 [150] | 130 [150[3]] | 130 [150] |
| Acceleration 0-60 mph[4] | | | | | | |
| Manual transmission | sec | 6.3 | 6.9 | 5.4 | 5.3 | — |
| Automatic transmission | sec | 6.9 | 7.1 | 5.6 | 5.4 | 6.0 |
| **Fuel consumption[5]** | | | | | | |
| Manual transmission – City/Highway | mpg | 18/28 | 17/25 | 17/26 | 16/25 | — |
| Automatic transmission – City/Highway | mpg | 19/28 | 17/25 | 17/26 | 17/25 | 23/36 |

Figures in ( ) apply to vehicles with automatic transmission.

Figures in [ ] apply to vehicles with Sport Package and M Sport Package.

[1] Top speed limited electronically.

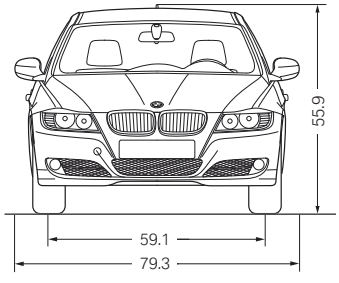
[2] Requires optional Star Spoke (Style 286) light alloy wheels and run-flat performance tires.

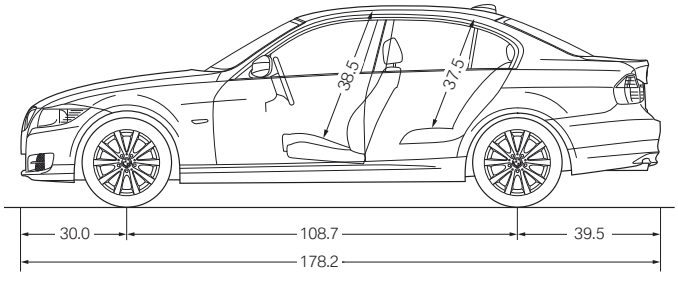
[3] Requires optional Star Spoke (Style 287) light alloy wheels and run-flat performance tires.

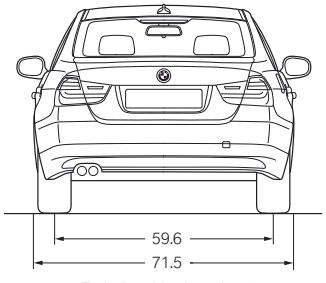
[4] BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. **BMW urges you to obey all posted speed laws and always wear safety belts.**

[5] EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

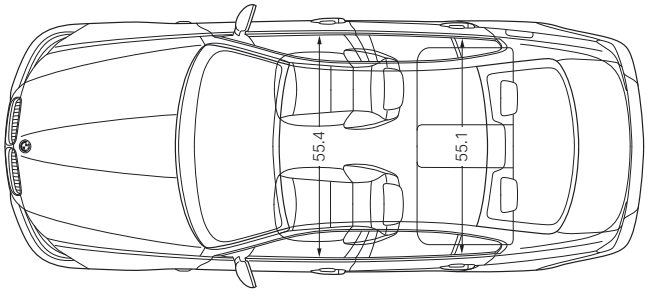
| | | 328i | 328i xDrive | 335i | 335i xDrive | 335d |
|---|---|---|---|---|---|---|
| **Tires and wheels** | | | | | | |
| Tire dimensions | standard | 205/55 | 205/55 | 225/45 | 225/45 | 225/45 |
| Wheel dimensions | standard | 16 x 7.0 | 16 x 7.0 | 17 x 8.0 | 17 x 8.0 | 17 x 8.0 |
| Material | standard | light alloy | light alloy | light alloy | light alloy | light alloy |
| **Brakes** | | | | | | |
| Front – diameter | inch | 12.3 | 12.3 | 13.7 | 13.7 | 13.7 |
| Rear – diameter | inch | 11.8 | 11.8 | 13.2 | 13.2 | 13.2 |




(Excluding side-view mirrors)




All dimensions are shown in inches.

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**BMW Performance accessories: aerodynamic kit, carbon-fiber front splitter, carbon-fiber mirror caps, and Double Spoke (Style 313) 19" light alloy wheels.**

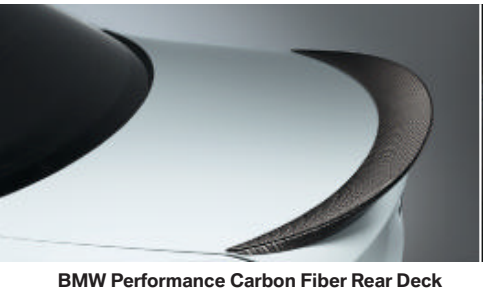
# Passion for performance means refusing to compromise. BMW Performance.

Driving a BMW is always a special experience. Enhance it further with the wide range of Original BMW Accessories: exterior, interior, mobile communications, transportation and storage.

Choosing a BMW also shows you value dynamic driving, innovative technology and sporty style. Now you can express your passion to the ultimate degree with the exciting new BMW Performance line. BMW designers took their inspiration from BMW M – the heart and soul of BMW motorsport – to create this collection of track-bred accessories.

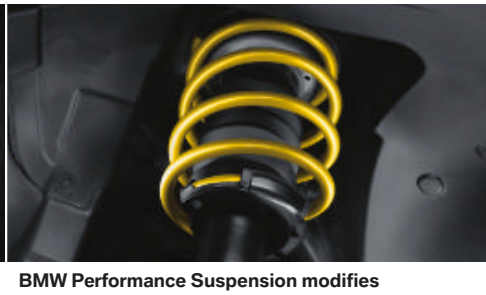
From aerodynamic components to carbon-fiber trims, high-performance chassis enhancements to M-style interior appointments, these accessories allow you to individualize the look and performance of your BMW.

For more information on Original BMW Accessories and BMW Performance, visit us online at accessories.bmwusa.com or see your preferred authorized BMW center.



**BMW Performance Carbon Fiber Rear Deck Lid Spoiler intensifies the look.**

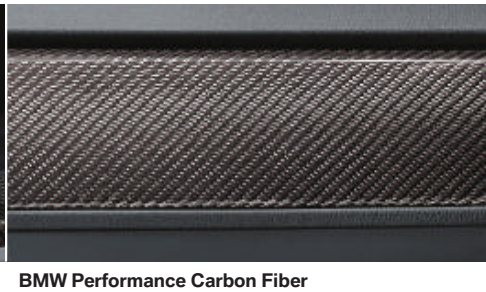
**BMW Performance Wheels add aggressive styling and reduce unsprung weight.**



**BMW Performance Suspension modifies height, spring rates for sportier handling.**

**BMW Performance Steering Wheel's thicker grip provides enhanced control.**

**BMW Performance Shift Knob (manual transmission) combines a high-tech look with non-slip grip.**



**BMW Performance Carbon Fiber interior trim strips add distinction.**

# BMW European Delivery: Save money – and drive your new BMW on the roads it was designed for.

The new **BMW Welt** ("BMW World") delivery and brand-experience center in Munich is bold proof of BMW's passion for design. When you take advantage of the BMW European Delivery Program,[1] this is where you will meet your new BMW – in a personalized process that is highly dramatic and totally unforgettable. (You might also realize substantial savings that just may pay for your trip.) While you're there, marvel at the historic BMWs in the Museum; learn about our engineers' newest innovations in the Technology and Design Atelier; and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit **bmwusa.com/europeandelivery.**

**BMW Ultimate Service.™**
At BMW, we believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind BMW Ultimate Service: a suite of comprehensive programs and services that are included in every 2009 and later model year vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, and Roadside Assistance come standard, with BMW Assist™ offered as an option. BMW Ultimate Service starts with the **New Vehicle Limited Warranty**, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.[2] **BMW Maintenance Program** is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.[3] And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW or BMW SAV® center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

**BMW Roadside Assistance** is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.

The **BMW Assist™** Safety Plan[4] is an optional four-year program. You'll enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions, and you can call the destination via your Bluetooth® linked cell phone. And for the ultimate in coverage, add the optional **Convenience Plan**.[5] You'll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Search™ allows online access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps™ database – delivered to the iDrive display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your BMW center, which will then call you to schedule a service appointment. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible.

For more details on BMW Ultimate Service, visit your preferred BMW or BMW SAV center or log on to **bmwusa.com/ultimateservice**.

**BMW Virtual Center.**
If you get the sudden urge to shop for a BMW but your BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to **bmwusa.com**, then click on the model series you are interested in. After selecting the BMW that interests you, click on "Build Your Own." Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive – all online!

**BMW Financial Services.**
Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW SAV center offers leasing and financing to suit your personal needs through BMW Financial Services.[6] Start the process at our website, where you can build your "dream vehicle," get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online![6] To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to **bmwusa.com/fs** or call, toll-free, **1-800-578-5000.**

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[1] Not all models available for BMW European Delivery Program. Please go to **bmwusa.com** or visit your authorized BMW center for details.

[2] See your authorized BMW center for details on these limited warranties.

[3] The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

[4] The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**, log on to **bmwassist.com**, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

[5] Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to **bmwassist.com** for additional details on the optional Convenience Plan.

[6] Subject to credit approval and other terms and conditions.

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The Ultimate
Driving Machine®

**BMW and the environment.**

BMW is a strong proponent of the environment and social responsibility. It is important to manage the earth's resources responsibly, and not jeopardize the needs of future generations. That is why BMW makes vehicles that minimize adverse environmental impact, from production (pollution prevention and waste minimization at the plant) through owner use (low emissions) to eventual disposal (easy drainability of all fluid-related components and easy neutralization of all pyrotechnic devices).

This effort has been recognized worldwide and, as a result, we are pleased to have received numerous environmental honors. In the U.S., for example, the Environmental Protection Agency accepted BMW's Spartanburg, SC production and manufacturing facility as a charter member of the agency's National Environmental Performance Track. Internationally, BMW AG – the parent company of both BMW of North America and BMW Manufacturing Co., Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index, and has remained on the Index ever since. At BMW, we strive for high performance in everything we do.

**BMW recommends** Castrol

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